AUDIENCE RESEARCH INSTITUTE

SECOND AUDIT OF MARQUEE VALUES

JULY 1940

Introduction

Audience Research Institute herewith presents to RKO Radio their *second* Audit of Marquee Values.

Before the advent of this Audit all estimates of personality values had to rely upon sources of information which are not conspicuously reliable. These sources include:

1) BOX OFFICE RESULTS. Nobody can argue with the verdict of the box office, but it is a blanket verdict which does not pass separate judgment on the many different elements involved in a picture's failure or success.

2) EXHIBITORS' OPINIONS. It is impossible to expect an exhibitor to separate player from vehicle in analyzing box-office results. Nor is it always safe to trust exhibitors as a source of information on public opinion; they cannot prevent their own personal likes and dislikes from influencing their judgment.

3) NEWSPAPER POLLS. The polls conducted by newspapers rely on ballots mailed in by readers. They have been found to draw the bulk of their votes from groups which do not represent a cross-section of the entire theatre-going public.

4) FAN MAIL. Writing fan letters is not a normal habit, and those who indulge in it do not represent a cross-section of the theatre-going public.

5) THE VOLATILE THERMOMETER OF HOLLYWOOD GOSSIP, which is based on all the foregoing sources of information, and is influenced by other factors which bear no relation to public opinion.

Our Audit of Marquee Values provides a more realistic source of information than all of the sources enumerated above. This Audit is unique, for the following reasons:

1) It is the only study in which the people questioned represent a statistically accurate cross-section of the total theatre-going public.

2) The results were obtained by personal interviews and not by mailed questionnaires, and for that reason were not subject to the limitations inherent in newspaper polls.

3) The research procedure upon which the Audit is based is radically different from that used in previous attempts to measure personality values. Seventeen experimental studies were made by Audience Research Institute during the last four years, and many techniques were tried and discarded before one was evolved which would uncover the true facts. No comparable research has been conducted elsewhere into the methodology of the problem.

The 112 personalities covered by this second edition of the Audit are the same as before, with the addition of Bob Hope, Luise Rainer, Jackie Cooper, Herbert Marshall, Walter Pidgeon, Claire Trevor and Maureen O'Sullivan.

The interviews for this edition were conducted between June 19th and August 7th.

Princeton, 1940

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SUMMARY OF GAINS AND LOSSES

Since April 1940 a pronounced gain in marquee value is registered by fourteen players on the Index, while a loss is registered by eight players.

In each case we suggest a reason for the change. Although these suggestions are little more than guess-work, it is hoped that they will stimulate the reader to analyze the facts for himself.

Only two months elapsed between our first and second Audits. Over such a brief period one vehicle may have a pronounced effect on a player's marquee value, but it would be unsafe to draw any conclusions as to the general *trend* in a player's popularity until our third Audit is presented.

GAINS

Player	*Points Gained*	*Possible Reason for Gain*
Spencer Tracy	+6	When we first started measuring marquee values in April '37, Tracy was 38th on the Index. In December '39 he was 4th. Today he is top and still going. Apparently EDISON did not hurt him; the lavish advertising campaign for that picture was built around "Tracy The Great Actor".
Cary Grant	+9	MY FAVORITE WIFE. In April '37 Grant was 100th. In December '39 he was 36th. In April '40 he was 16th. In July '40 he is 9th.
Irene Dunne	+13	MY FAVORITE WIFE.
Jeanette MacDonald	+9	NEW MOON is a more effective vehicle than BROADWAY SERENADE.
Loretta Young	+6	Could DOCTOR TAKES A WIFE have done this for her?
Alice Faye	+15	The campaign for LILLIAN RUSSELL was straight exploitation for Faye, and this picture was a better vehicle than LITTLE OLD NEW YORK. But even so, such a big gain is difficult to explain; we believe that Faye's April Index (50) was too low, but an exhaustive search has failed to reveal any explanation.
Jack Benny	+9	BUCK BENNY RIDES AGAIN was great screen exploitation for Jack Benny, but this rise in his marquee value may also be the consequence of his radio supremacy—week after week he reaches 30,000,000 listeners.
Dorothy Lamour	+10	Although her last three pictures have been increasingly unsuccessful, paradoxically Lamour's own marquee value has actually risen. Explanation: In ROAD TO SINGAPORE (132%) she was helped by Bing Crosby and Bob Hope; in JOHNNY APOLLO (94%) she had Tyrone Power and Edward Arnold; but in TYPHOON (85%) she stood virtually alone.
Ann Sheridan	+10	THEY DRIVE BY NIGHT, following TORRID ZONE—more suitable roles than she had previously been given.
George Brent	+7	Brent has already been in four pictures released this year; no sign of burning-up here—in fact the reverse.
Victor McLaglen	+6	SOUTH OF PAGO PAGO is the best vehicle he has had since GUNGA DIN.
Anna Neagle	+7	IRENE.

GAINS (*Continued*)

Ray Milland	+6	He has been in five pictures in the past 9 months, and they have done business in direct proportion to the marquee values of the co-stars—Henie, Loretta Young, Neagle, Patricia Morison and Ellen Drew. Meanwhile Milland himself has constantly climbed.
John Wayne	+6	THE DARK COMMAND.

LOSSES

Player	*Points Lost*	*Possible Reason for Loss*
Clark Gable	—9	Gable has declined steadily since December 1939, when he was higher than Tracy. STRANGE CARGO did not arrest this trend.
James Stewart	—7	Evidently MORTAL STORM has not helped Stewart.
Deanna Durbin	—9	Durbin has declined from the high point she reached at the time of IT'S A DATE.
Paul Muni	—9	Muni's last was WE ARE NOT ALONE, 9 months ago.
Charles Laughton	—8	Only picture since HUNCHBACK was SIDEWALKS OF LONDON.
Fred Astaire	—9	See our report IS FRED ASTAIRE WASHED UP? Evidently BROADWAY MELODY hurt him more than he hurt BROADWAY MELODY.
Greta Garbo	—9	The memory of NINOTCHKA fades.
Robert Donat	—7	MR. CHIPS is now two years old.

In addition to the above it is probable that some of the minor losses are significant. For example Gary Cooper has not been in a picture since THE REAL GLORY, 12 months ago.

The evidence suggests that PRIMROSE PATH has not helped Ginger Rogers. And THE LIGHT THAT FAILED was not good enough for a player who makes only one picture a year.

MY LITTLE CHICKADEE is eight months old and the marquee value of W. C. Fields shows a slight decline. Shirley Temple continues to fall, and the public demand for Orson Welles is past its peak.

Two other personalities whose marquee value shows a slight decline are Franchot Tone and Miriam Hopkins; the former has had no picture since FAST AND FURIOUS, and it is evident that the success of VIRGINIA CITY was not due to Miss Hopkins.

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The margin of error due to size of sample is such that changes of less than five points are not significant.

Standing July 1940	*Player*	*Index July 1940*	*Index April 1940*	*Change*
1	Tracy, Spencer	160	154	+6
2	Rooney, Mickey	140	139	NS
3	Davis, Bette	129	126	NS
4	Gable, Clark	128	137	—9
5	Stewart, James	107	114	—7
6	Flynn, Errol	101	104	NS
7	Durbin, Deanna	98	107	—9
8	Loy, Myrna	97	92	+5
9	Cooper, Gary	94	98	NS
9	Muni, Paul	94	103	—9
11	Crosby, Bing	91	93	NS
12	Power, Tyrone	90	91	NS
13	Grant, Cary	86	77	+9
14	Rogers, Ginger	85	90	—5
14	Dunne, Irene	85	72	+13
16	MacDonald, Jeanette	84	75	+9
17	Boyer, Charles	79	78	NS
18	Cagney, James	77	72	+5
18	Arthur, Jean	77	79	NS
20	Leigh, Vivien	76	75	NS
20	Eddy, Nelson	76	76	—
22	Beery, Wallace	75	70	+5
23	Barrymore, Lionel	72	76	NS
23	Garland, Judy	72	73	NS
23	Powell, William	72	72	—
26	Colbert, Claudette	71	69	NS
26	Colman, Ronald	71	76	—5
28	Hope, Bob	70	*	—
29	O'Brien, Pat	68	63	+5
29	Young, Loretta	68	62	+6
31	Ameche, Don	66	64	NS
32	Robinson, Edward G.	65	67	NS
32	Faye, Alice	65	50	+15
34	Henie, Sonja	64	68	NS
34	Lane, Priscilla	64	59	+5
36	MacMurray, Fred	63	66	NS
36	Shearer, Norma	63	62	NS
38	Lombard, Carole	61	63	NS

NS—Not Significant

*—Not Measured

Standing July 1940	*Player*	*Index July 1940*	*Index April 1940*	*Change*
39	Stanwyck, Barbara	60	62	NS
39	Laughton, Charles	60	68	—8
41	Astaire, Fred	59	68	—9
41	Garfield, John	59	56	NS
43	Taylor, Robert	57	54	NS
44	Fonda, Henry	54	56	NS
45	Benny, Jack	53	44	+9
45	Howard, Leslie	53	56	NS
45	Lamarr, Hedy	53	56	NS
45	Montgomery, Robert	53	57	NS
49	Olivier, Laurence	52	47	+5
50	Hepburn, Katharine	51	56	—5
50	March, Fredric	51	48	NS
52	Lamour, Dorothy	50	40	+10
53	Crawford, Joan	48	44	NS
53	Douglas, Melvyn	48	48	—
55	De Havilland, Olivia	47	46	NS
55	Powell, Eleanor	47	47	—
55	Sheridan, Ann	47	37	+10
55	Raft, George	47	43	NS
59	Russell, Rosalind	46	47	NS
60	Fairbanks, Douglas Jr.	45	41	NS
60	Garbo, Greta	45	54	—9
62	Brent, George	43	36	+7
62	Sullavan, Margaret	43	41	NS
64	Donat, Robert	42	49	—7
65	Fields, W. C.	41	46	—5
66	Bennett, Joan	40	35	+5
66	McLaglen, Victor	40	34	+6
66	Young, Robert	40	37	NS
69	Niven, David	39	42	NS
69	Stone, Lewis	39	38	NS
69	Temple, Shirley	39	44	—5
72	Carroll, Madeleine	38	35	NS
72	Francis, Kay	38	33	+5
74	Bogart, Humphrey	37	34	NS
74	Rainer, Luise	37	*	—
74	Tone, Franchot	37	42	—5
77	Cooper, Jackie	36	*	—
78	Blondell, Joan	35	33	NS
78	Greene, Richard	35	32	NS
80	Sothern, Ann	34	31	NS
80	Burns, Bob	34	29	+5
80	Withers, Jane	34	31	NS
83	Marshall, Herbert	33	*	—
84	Ayres, Lew	31	31	—

NS—Not Significant

*—Not Measured

Standing July 1940	*Player*	*Index July 1940*	*Index April 1940*	*Change*
85	Baxter, Warner	30	27	NS
85	Rathbone, Basil	30	32	NS
87	McCrea, Joel	29	29	—
88	Gaynor, Janet	28	29	NS
88	Powell, Dick	28	27	NS
90	Milland, Ray	27	21	+6
91	Morris, Wayne	26	22	NS
92	Arnold, Edward	25	26	NS
92	Oberon, Merle	25	23	NS
94	Aherne, Brian	24	24	—
94	Pidgeon, Walter	24	*	—
94	Welles, Orson	24	29	—5
97	Dietrich, Marlene	22	23	NS
97	Hopkins, Miriam	22	26	NS
97	Scott, Randolph	22	23	NS
100	Trevor, Claire	21	*	—
101	Dix, Richard	18	17	NS
101	Shirley, Anne	18	13	+5
103	Martin, Tony	17	16	NS
103	Weissmuller, Johnny	17	15	NS
105	Neagle, Anna	16	9	+7
106	Wayne, John	15	9	+6
107	O'Sullivan, Maureen	14	*	—
108	Garson, Greer	11	11	—
109	Hayward, Louis	10	9	NS
110	Bellamy, Ralph	9	9	—
110	Darrieux, Danielle	9	12	NS
112	Raymond, Gene	8	9	NS

NS—Not Significant

*—Not Measured

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ANALYSIS BY INCOME GROUPS

In the first Audit we analyzed each personality's following in terms of age-groups and sex. In this second Audit we provide an analysis by income groups.

This breakdown by income groups should be useful to you both in casting pictures and also in correcting defects in a player's exploitation. For example, the figures demonstrate that Ginger Rogers stands in need of more effective promotion amongst people in the upper income levels, while Charles Laughton needs strengthening in the lower income levels.

We find that just as theatre-goers tend to like players of their own age and sex, so they also gravitate to players of their own economic type. For example, George Raft ranks fifty-two places higher among poor theatre-goers than among prosperous theatre-goers. By contrast, the queenly Norma Shearer ranks sixty places lower among poor theatre-goers than among prosperous theatre-goers.

There are other factors involved such as the comparative indifference of poor theatre-goers towards "actors" like Paul Muni and Greta Garbo.

The most extreme cases of variation by income groups are as follows:

	Ranked by Prosperous Theatre-goers	*Ranked by Poor Theatre-goers*
Vivien Leigh	8	51
Ronald Colman	9	48
Norma Shearer	12	72
Charles Laughton	19	56
Leslie Howard	22	69
Laurence Olivier	37	83
Katharine Hepburn	28	97
Fredric March	31	75
Greta Garbo	28	68
Robert Donat	34	87
Luise Rainer	46	97
Franchot Tone	52	94
Pat O'Brien	51	6
Hedy Lamarr	67	29
Dorothy Lamour	70	33
Joan Crawford	84	38
Eleanor Powell	74	38
George Raft	78	25
Humphrey Bogart	87	51
Jackie Cooper	90	44
Jane Withers	95	56

It is significant that of twelve personalities who lack support among *poor* theatre-goers no less than six are English.

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SECOND AUDIT OF MARQUEE VALUES

July 1940

Rank by Income Groups

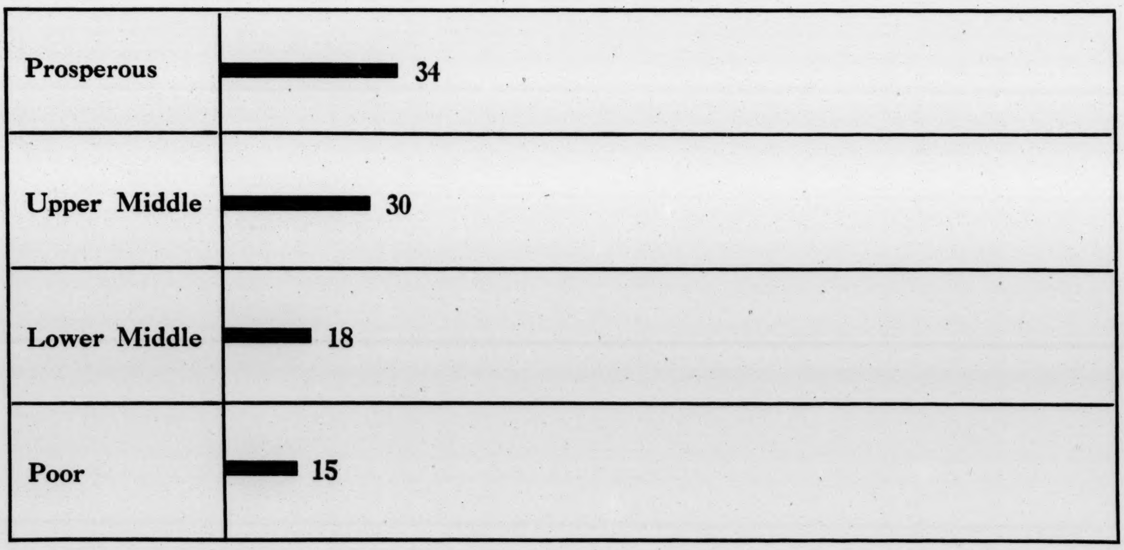
Player	*Prosperous*	*Upper Middle*	*Lower Middle*	*Poor*
Tracy, Spencer	1	1	1	2
Rooney, Mickey	4	3	2	1
Davis, Bette	2	2	4	10
Gable, Clark	5	4	3	3
Stewart, James	7	6	6	4
Flynn, Errol	17	7	5	9
Durbin, Deanna	6	9	8	14
Loy, Myrna	9	5	10	16
Cooper, Gary	12	10	9	12
Muni, Paul	3	7	15	25
Crosby, Bing	34	17	7	5
Power, Tyrone	21	11	14	7
Grant, Cary	16	13	13	19
Rogers, Ginger	24	23	11	7
Dunne, Irene	11	11	15	30
MacDonald, Jeanette	23	13	12	23
Boyer, Charles	12	17	19	36
Cagney, James	38	23	17	13
Arthur, Jean	17	20	19	40
Leigh, Vivien	8	15	31	51
Eddy, Nelson	26	22	21	16
Beery, Wallace	33	28	23	11
Barrymore, Lionel	15	17	34	48
Garland, Judy	30	31	25	15
Powell, William	19	15	43	31
Colbert, Claudette	25	25	23	40
Colman, Ronald	9	21	35	48
Hope, Bob	41	30	18	31
O'Brien, Pat	51	46	26	6
Young, Loretta	26	26	27	28
Ameche, Don	39	38	27	18
Robinson, Edward G.	36	44	27	20
Faye, Alice	52	33	27	21
Henie, Sonja	42	34	31	27
Lane, Priscilla	46	41	21	33
MacMurray, Fred	45	34	35	24
Shearer, Norma	12	28	39	72
Lombard, Carole	46	31	33	46
Stanwyck, Barbara	46	38	35	33
Laughton, Charles	19	26	55	56
Astaire, Fred	31	45	40	45

Player	*Prosperous*	*Upper Middle*	*Lower Middle*	*Poor*
Garfield, John	39	51	38	22
Taylor, Robert	42	47	40	36
Fonda, Henry	57	48	44	40
Benny, Jack	61	50	40	48
Howard, Leslie	22	40	61	69
Lamarr, Hedy	67	51	44	29
Montgomery, Robert	42	41	50	60
Olivier, Laurence	37	41	50	83
Hepburn, Katharine	28	37	60	97
March, Fredric	31	34	68	75
Lamour, Dorothy	70	60	44	33
Crawford, Joan	84	58	48	38
Douglas, Melvyn	57	48	52	72
De Havilland, Olivia	50	51	58	62
Powell, Eleanor	74	58	53	38
Sheridan, Ann	61	76	44	46
Raft, George	78	71	49	25
Russell, Rosalind	52	51	53	85
Fairbanks, Douglas, Jr.	61	71	57	40
Garbo, Greta	28	56	77	68
Brent, George	70	66	55	59
Sullavan, Margaret	57	55	62	83
Donat, Robert	34	57	79	87
Fields, W. C.	57	64	68	61
Bennett, Joan	65	67	62	69
McLaglen, Victor	69	74	62	53
Young, Robert	70	76	58	62
Niven, David	61	64	68	80
Stone, Lewis	56	60	80	72
Temple, Shirley	81	69	68	53
Carroll, Madeleine	70	67	62	87
Francis, Kay	67	63	80	62
Bogart, Humphrey	87	80	68	51
Rainer, Luise	46	62	83	97
Tone, Franchot	52	69	74	94
Cooper, Jackie	90	85	74	44
Blondell, Joan	95	81	62	62
Greene, Richard	90	78	77	56
Sothern, Ann	87	74	68	92
Burns, Bob	74	88	76	62
Withers, Jane	95	90	67	56
Marshall, Herbert	66	71	88	92
Ayres, Lew	84	90	86	53
Baxter, Warner	84	85	83	78
Rathbone, Basil	55	85	96	80
McCrea, Joel	90	83	90	78
Gaynor, Janet	95	92	88	69
Powell, Dick	99	99	80	62
Darnell, Linda	95	97	85	75

Player	*Prosperous*	*Upper Middle*	*Lower Middle*	*Poor*
Milland, Ray	79	81	98	87
Morris, Wayne	103	96	90	75
Arnold, Edward	79	95	98	86
Oberon, Merle	81	93	92	101
Turner, Lana	90	99	86	90
Aherne, Brian	77	83	103	106
Pidgeon, Walter	99	88	92	106
Welles, Orson	87	79	101	109
Dietrich, Marlene	94	97	96	103
Hopkins, Miriam	76	93	106	104
Scott, Randolph	101	102	95	90
Trevor, Claire	102	103	92	101
Fontaine, Joan	83	99	105	105
Dix, Richard	106	106	108	80
Shirley, Anne	108	104	101	94
Martin, Tony	106	106	106	94
Weissmuller, Johnny	119	109	100	97
Neagle, Anna	104	104	108	109
Wayne, John	111	108	108	97
O'Sullivan, Maureen	114	109	103	108
Garson, Greer	105	109	111	115
Hayward, Louis	113	112	111	111
Bellamy, Ralph	109	115	111	114
Darrieux, Danielle	111	114	114	112
Raymond, Gene	115	112	115	112

Rating by Income Groups

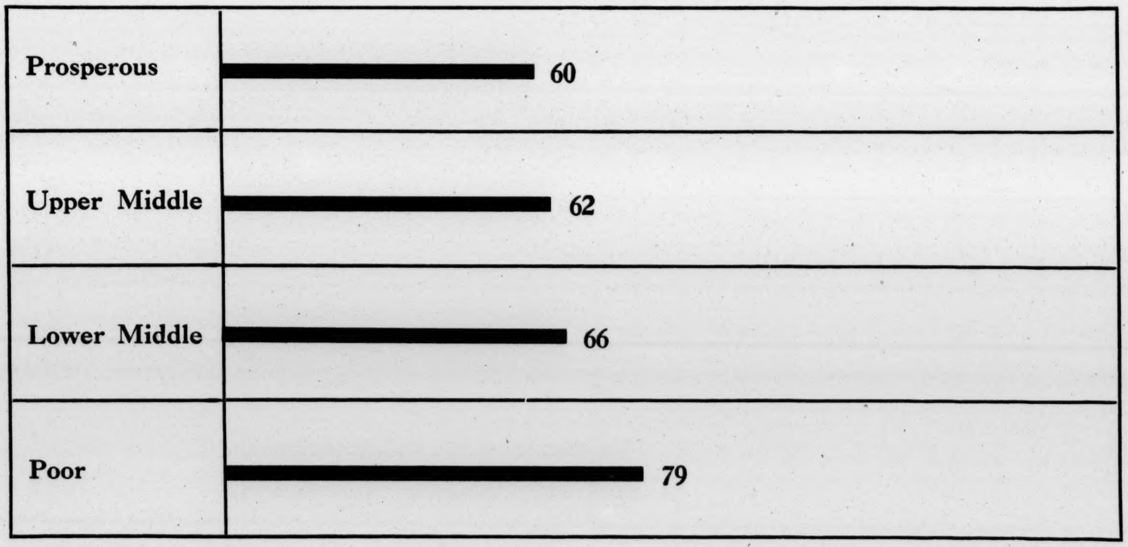
July, 1940



AMECHE, Don

Rating by Income Groups

July, 1940



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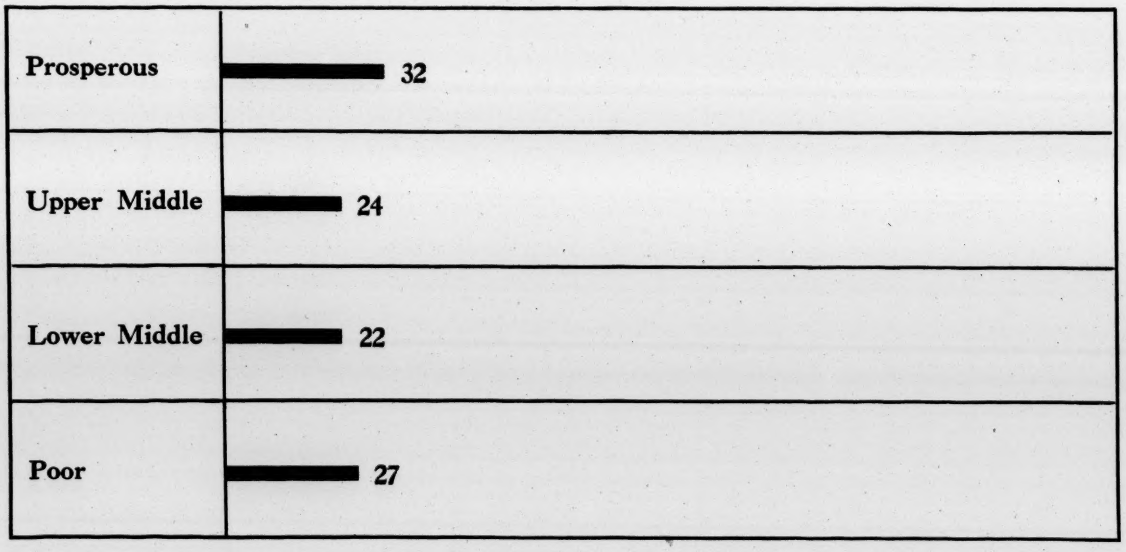

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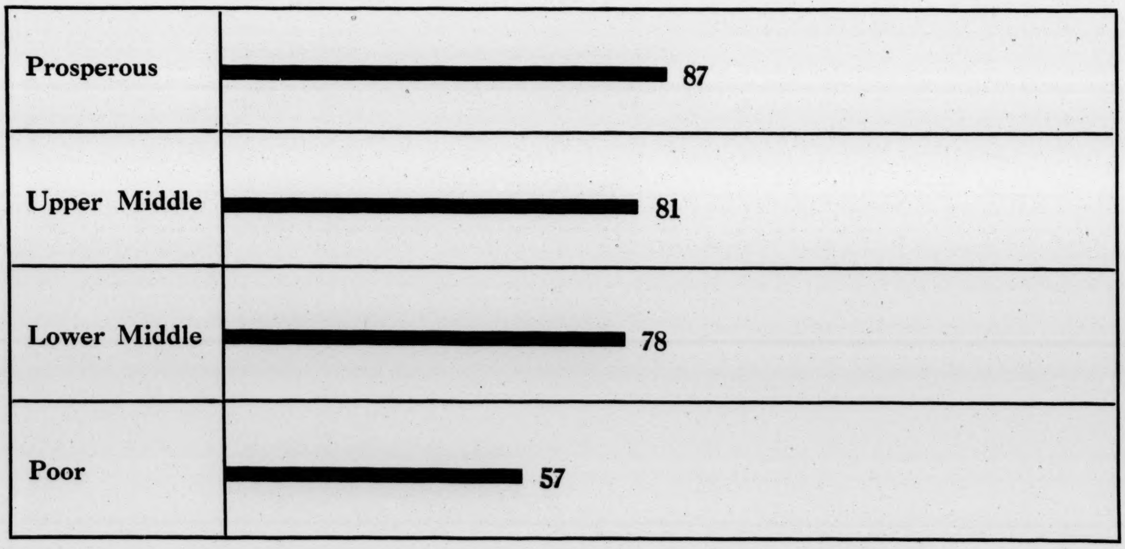

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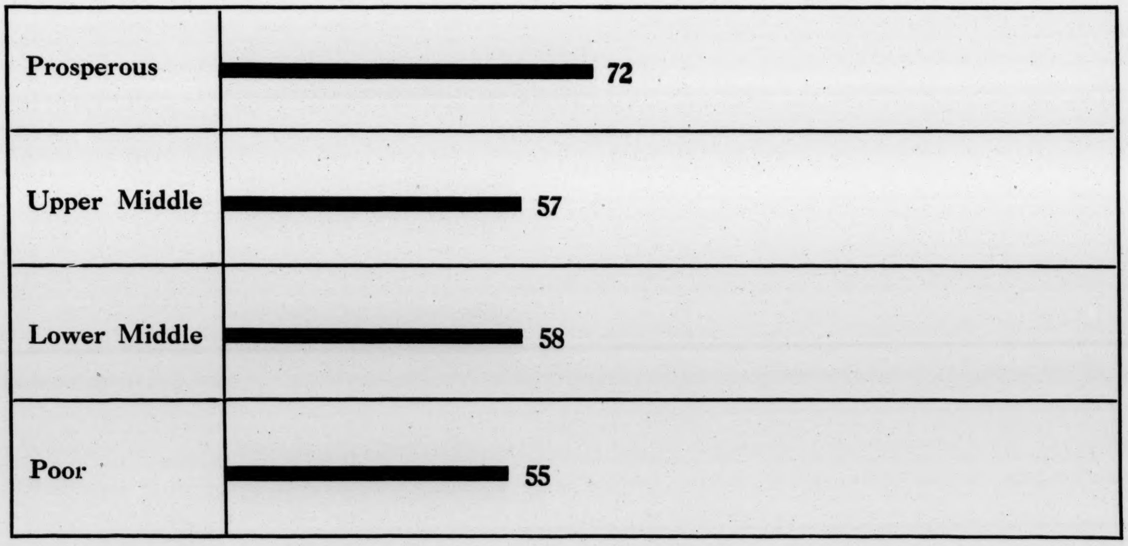

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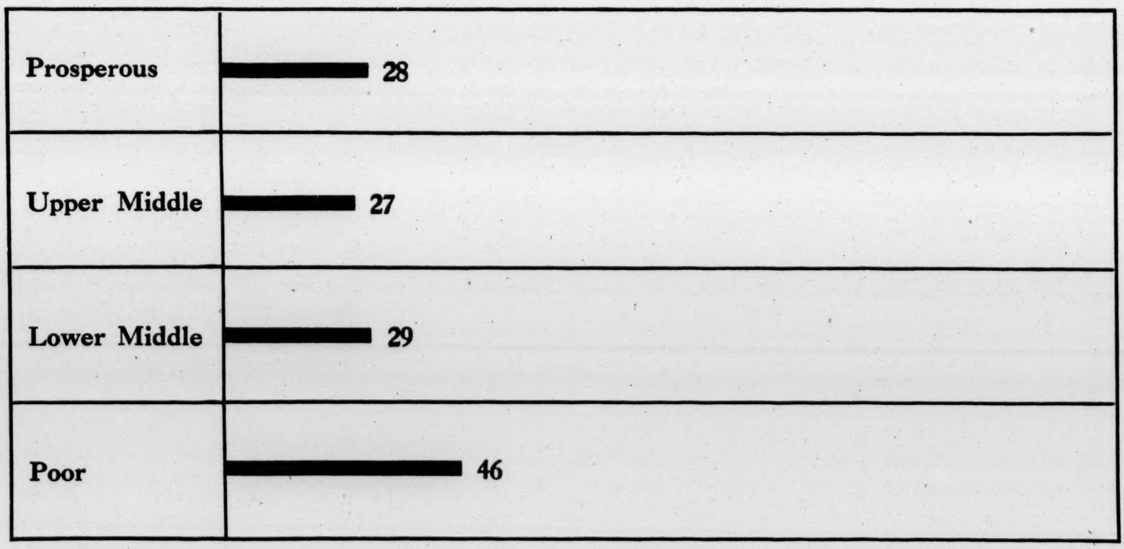

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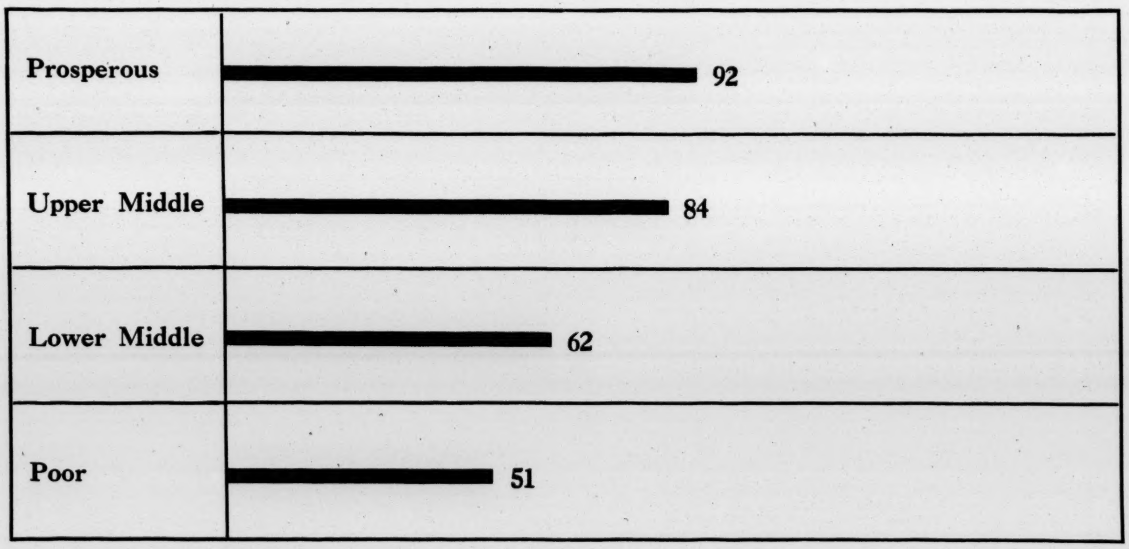

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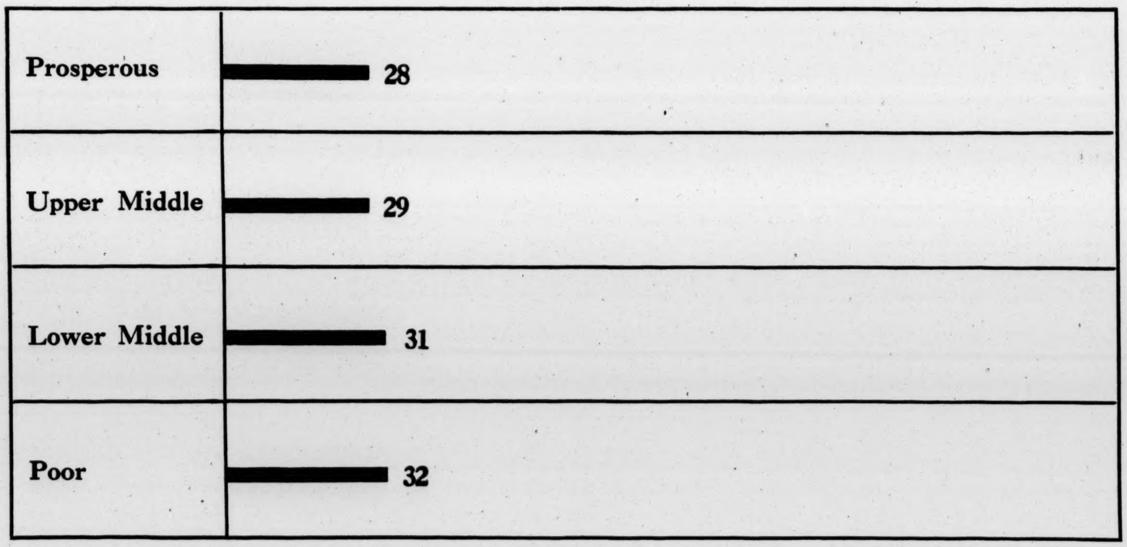

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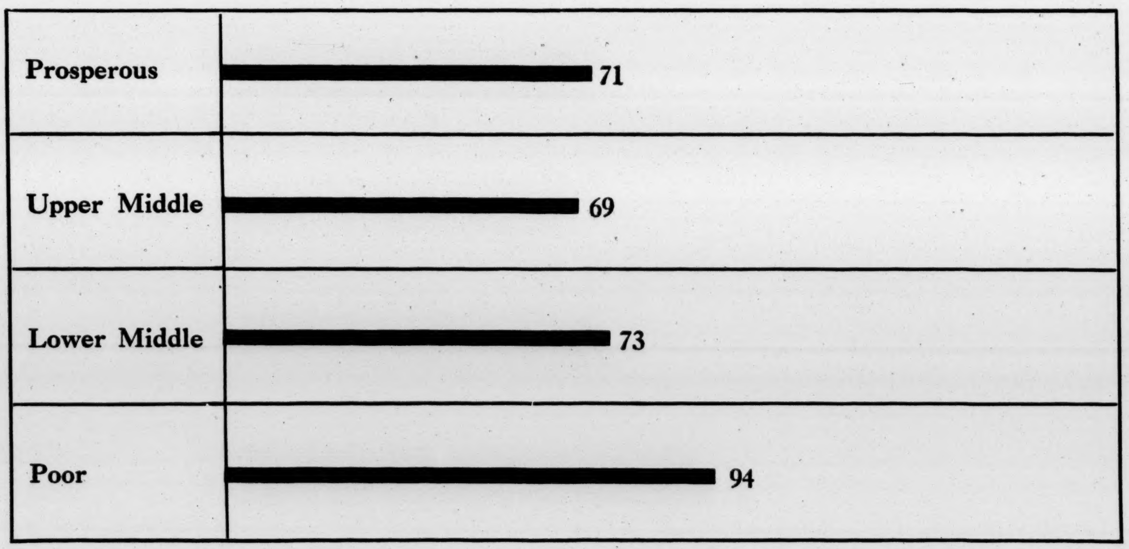
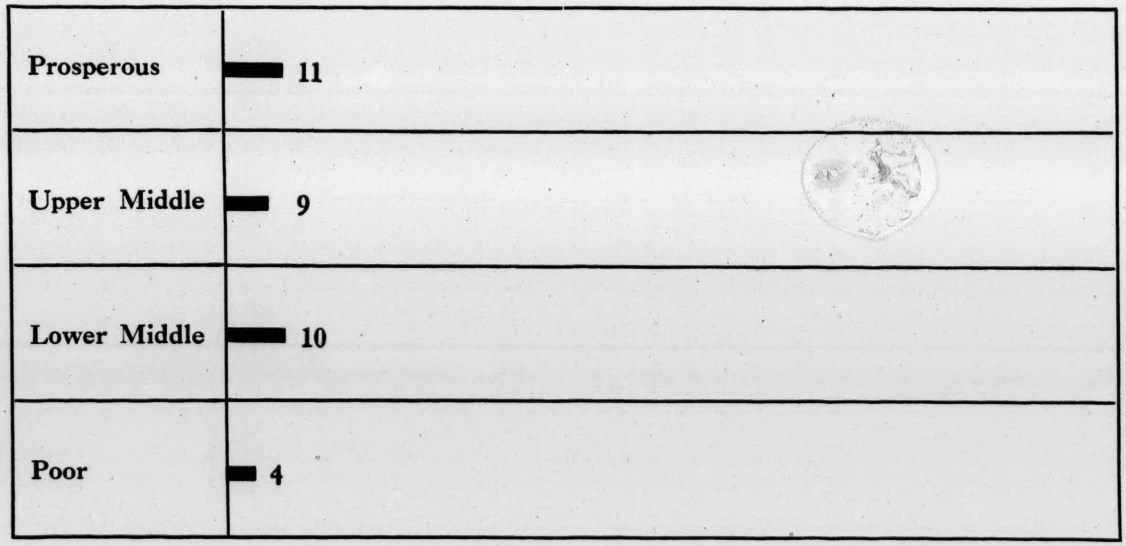


BELLAMY, Ralph

Rating by Income Groups

July, 1940



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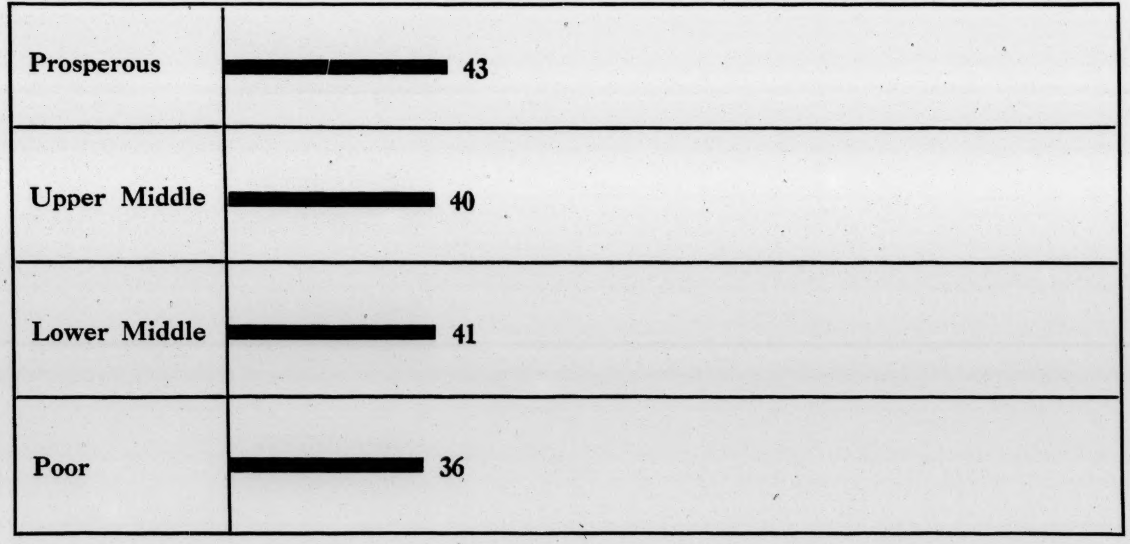

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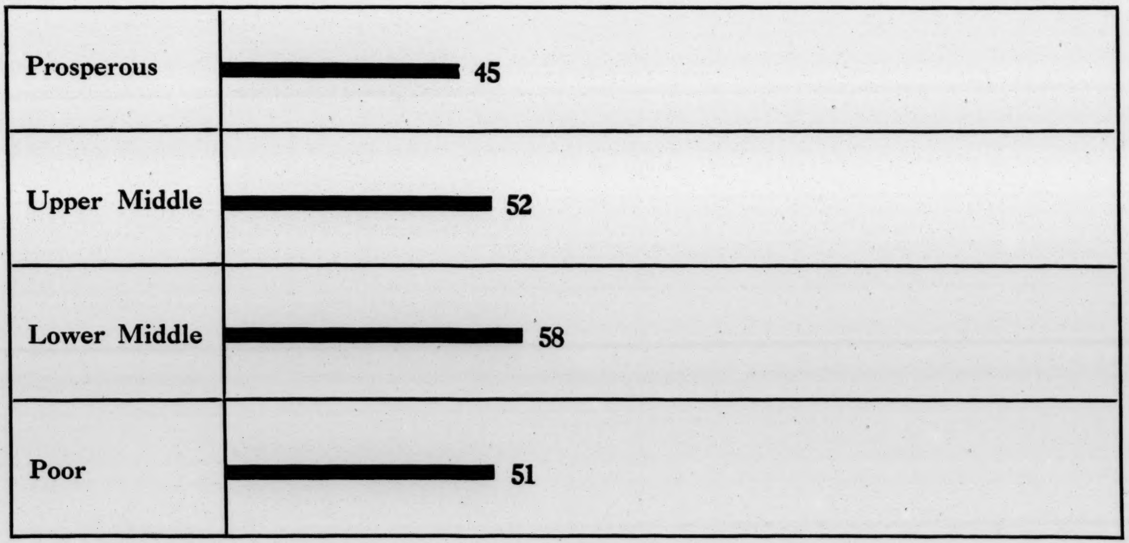

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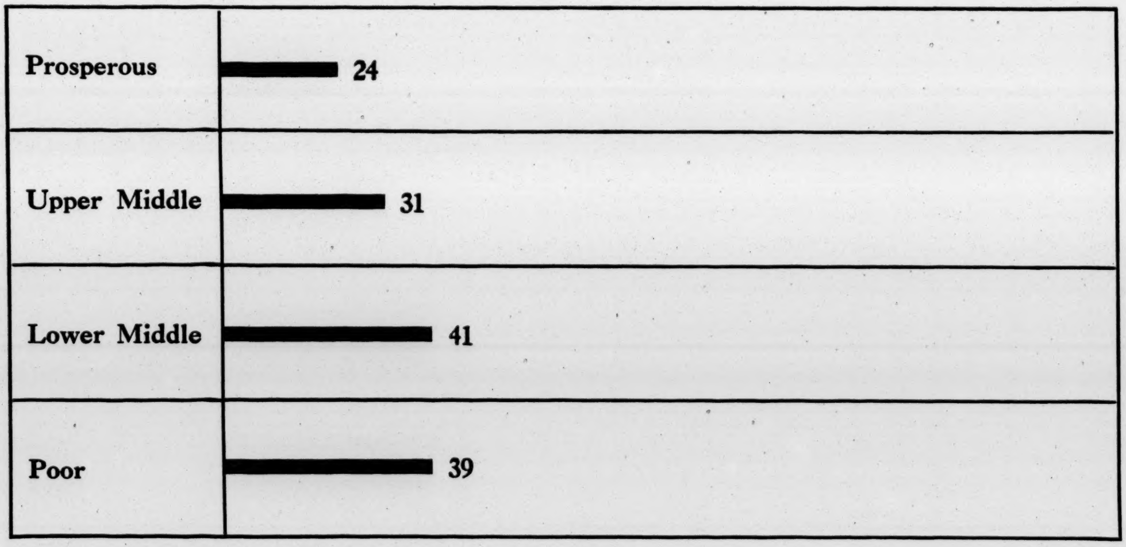

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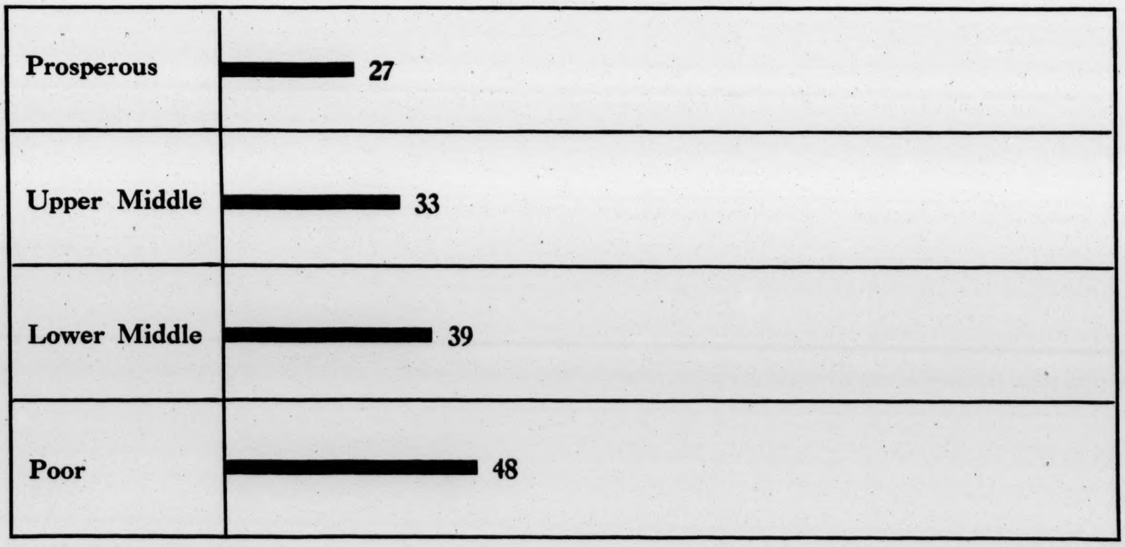
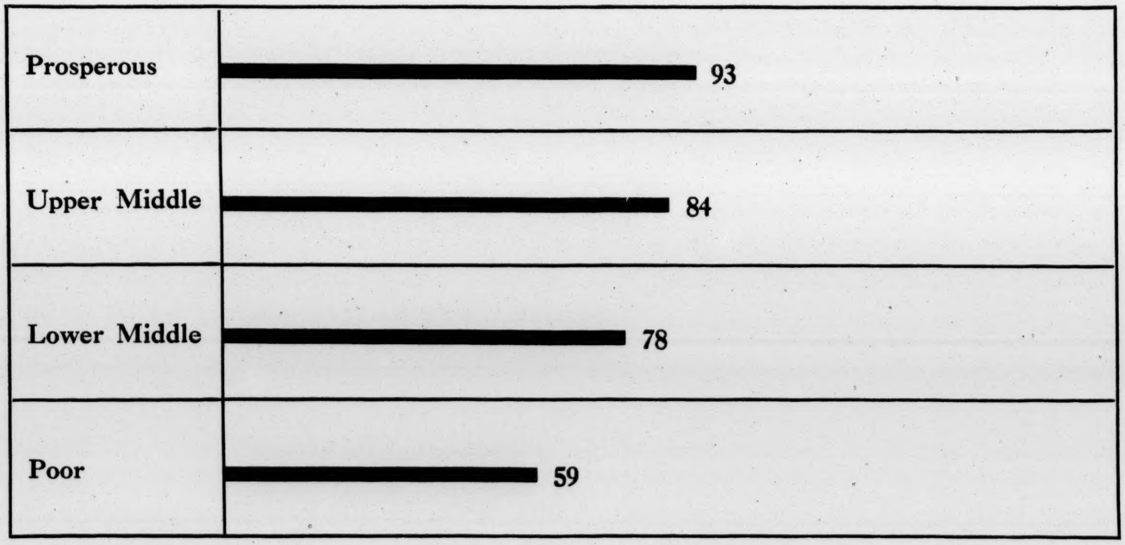


BOYER, Charles

Rating by Income Groups

July, 1940



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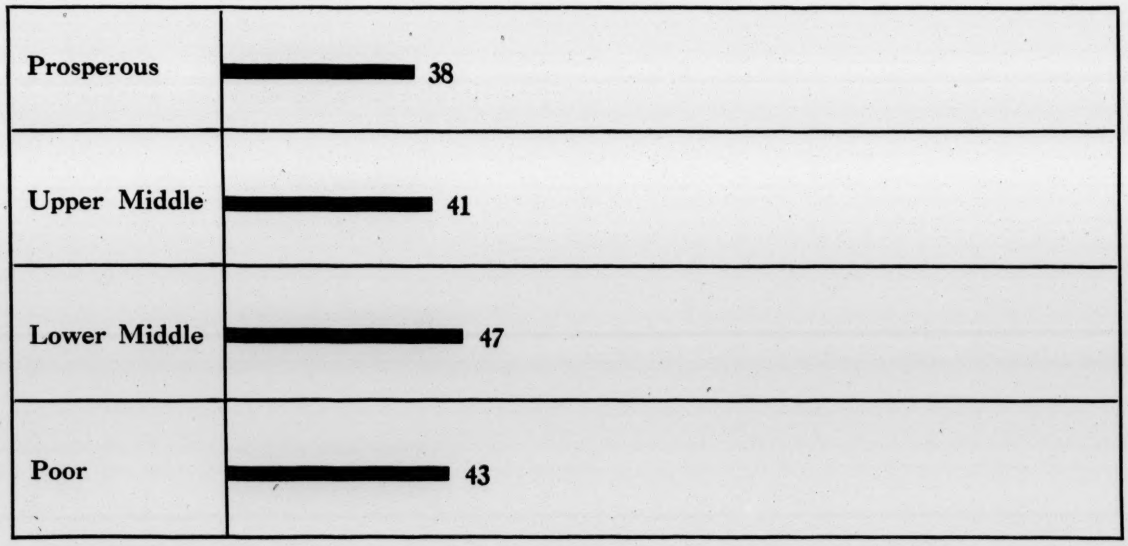

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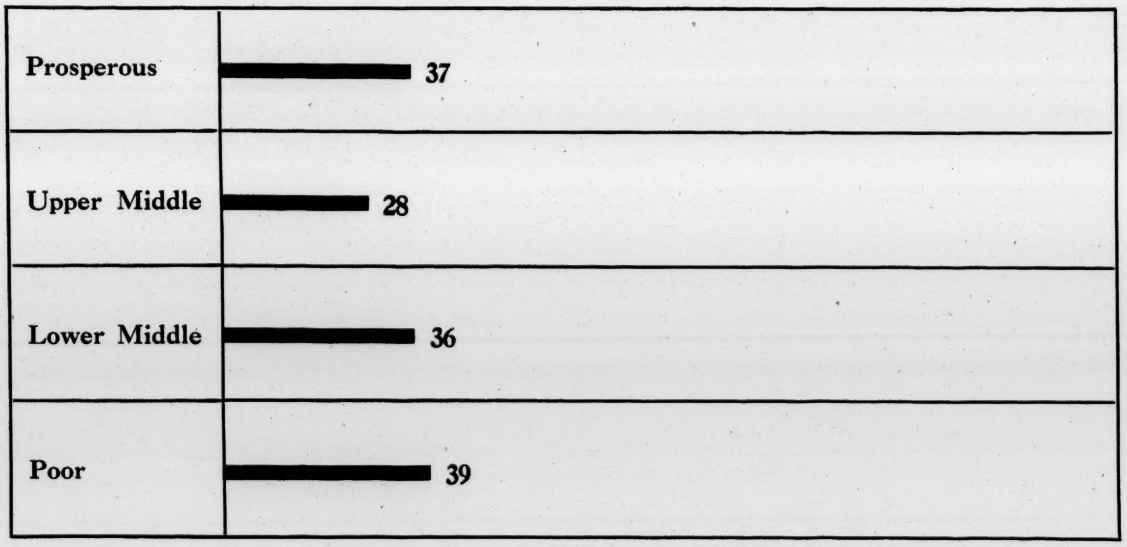

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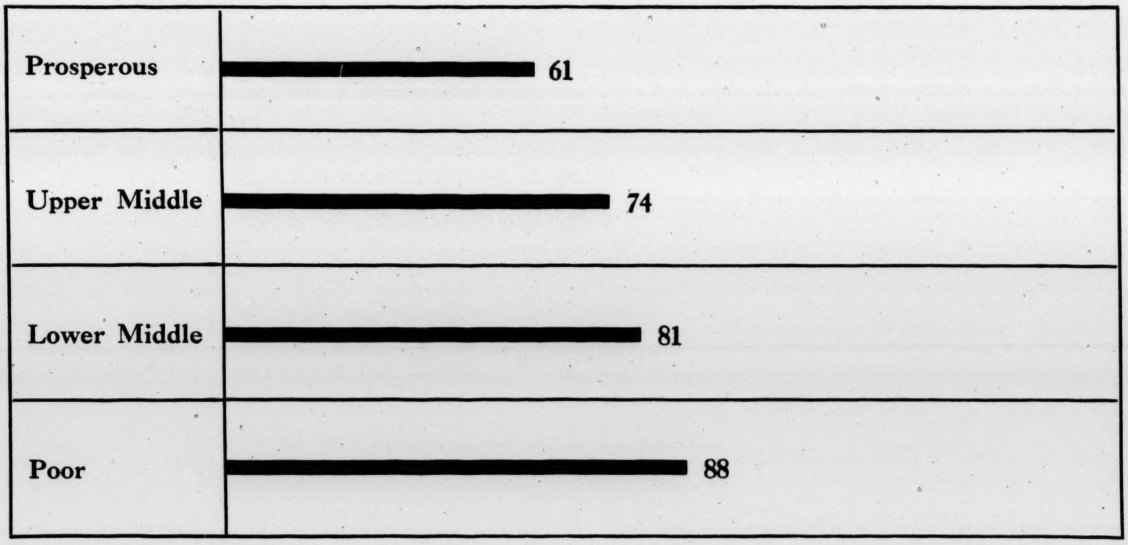
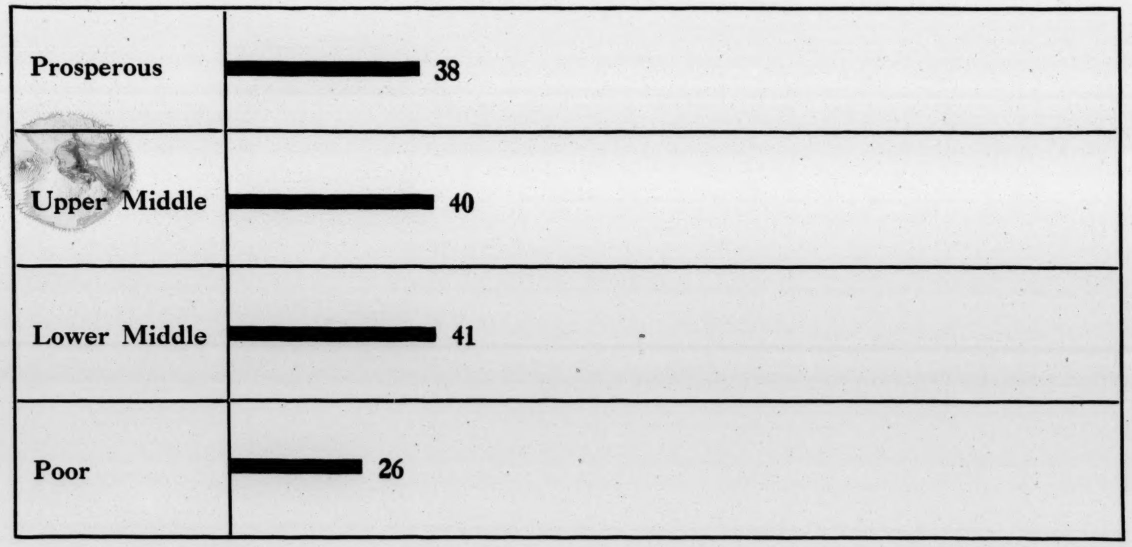


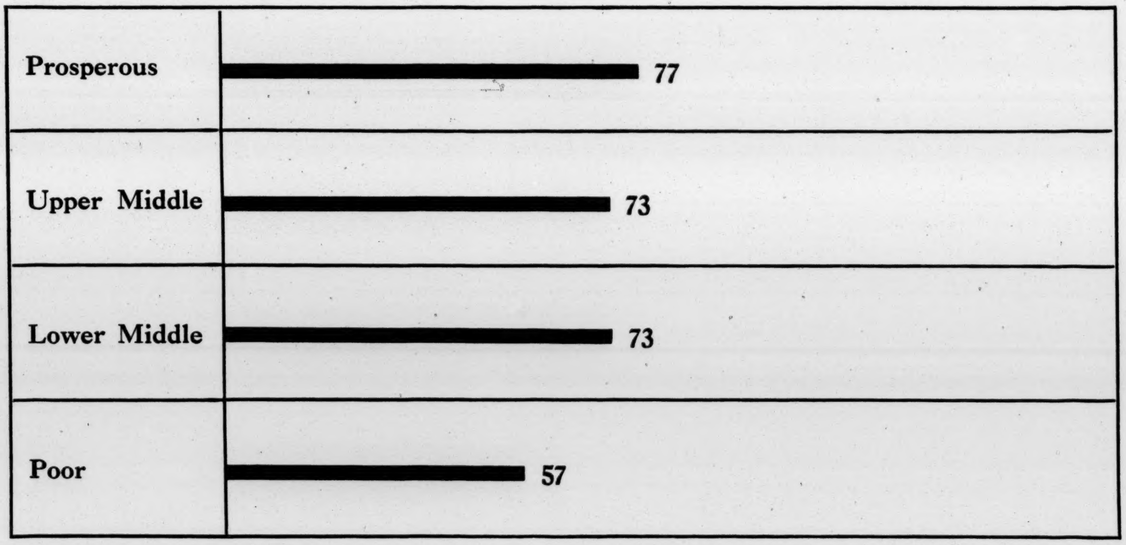
Rating by Income Groups

July, 1940



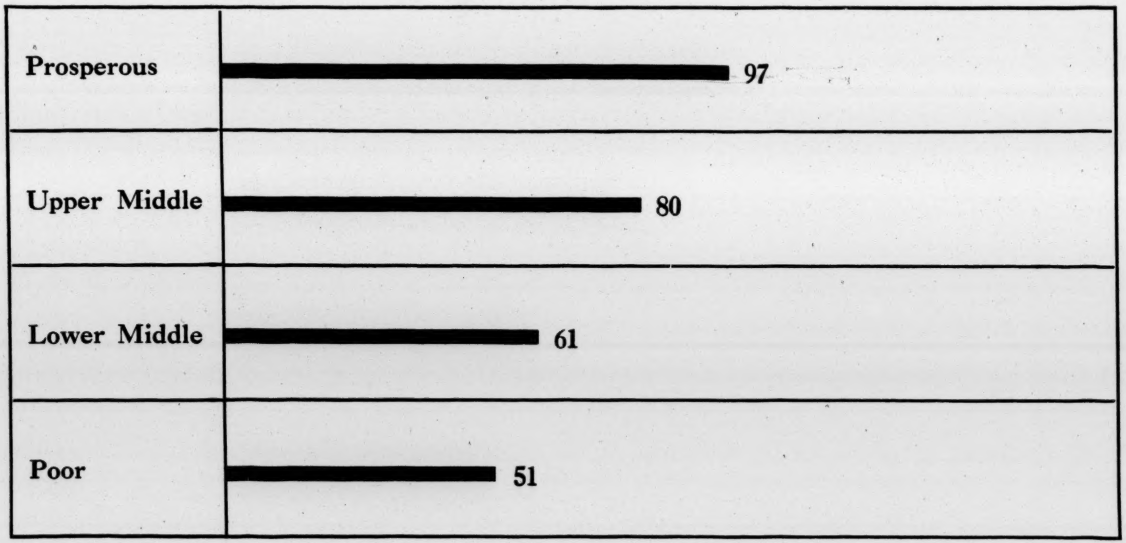
Rating by Income Groups

July, 1940



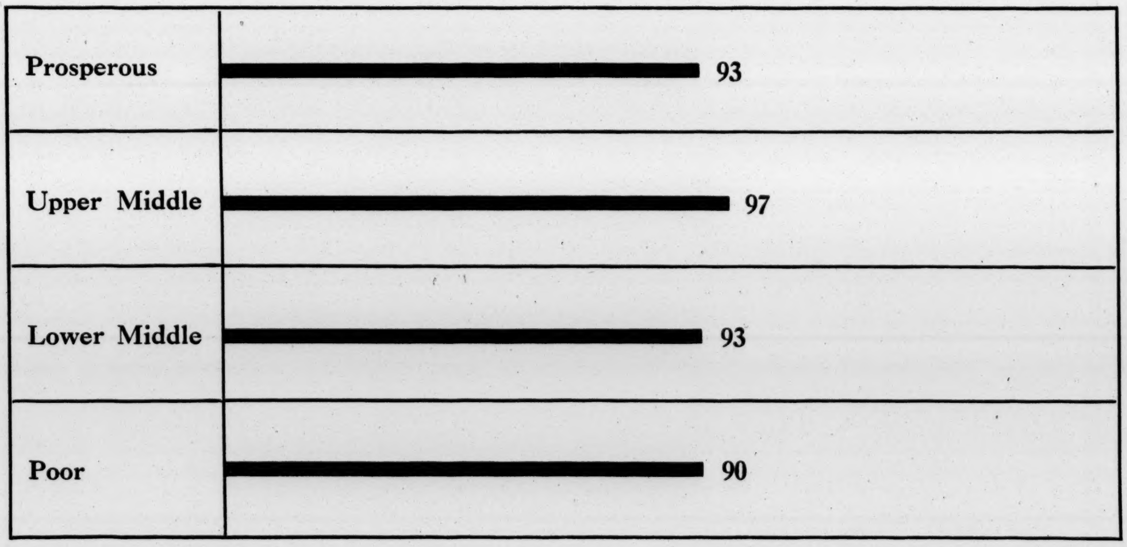
Rating by Income Groups

July, 1940



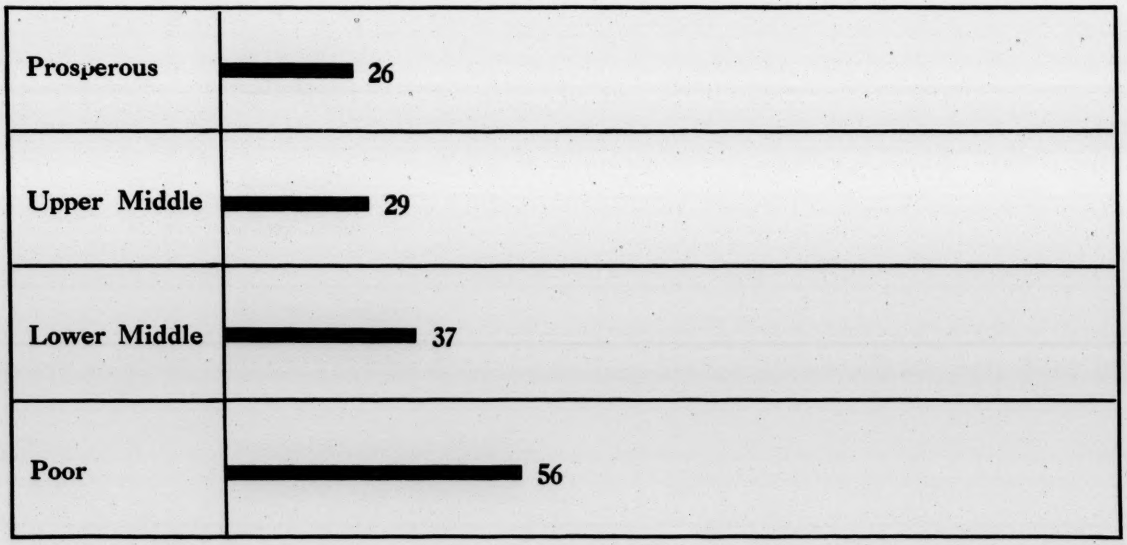
Rating by Income Groups

July, 1940



Rating by Income Groups

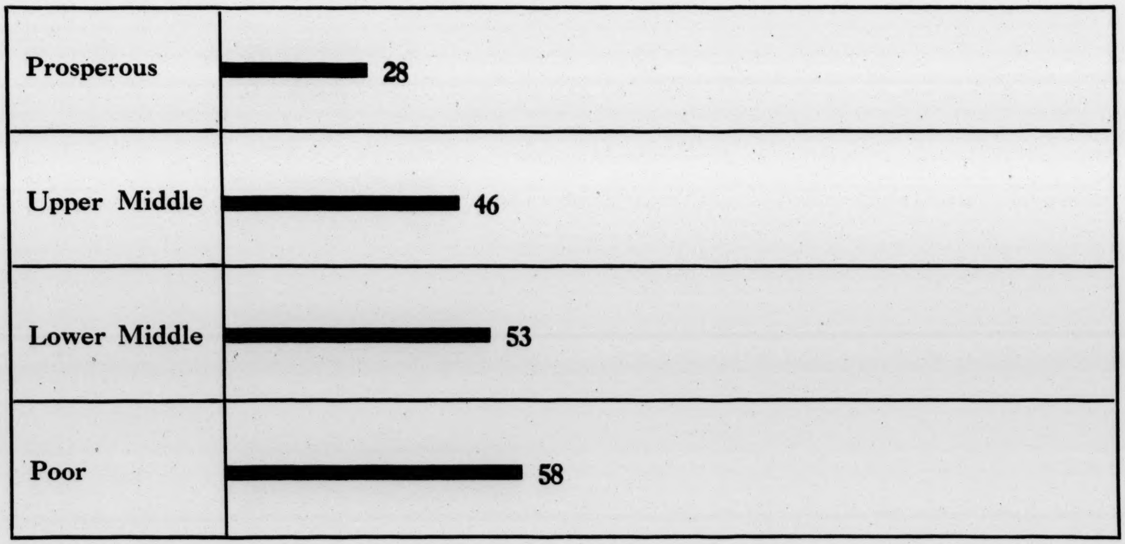
July, 1940



CRAWFORD, Joan

Rating by Income Groups

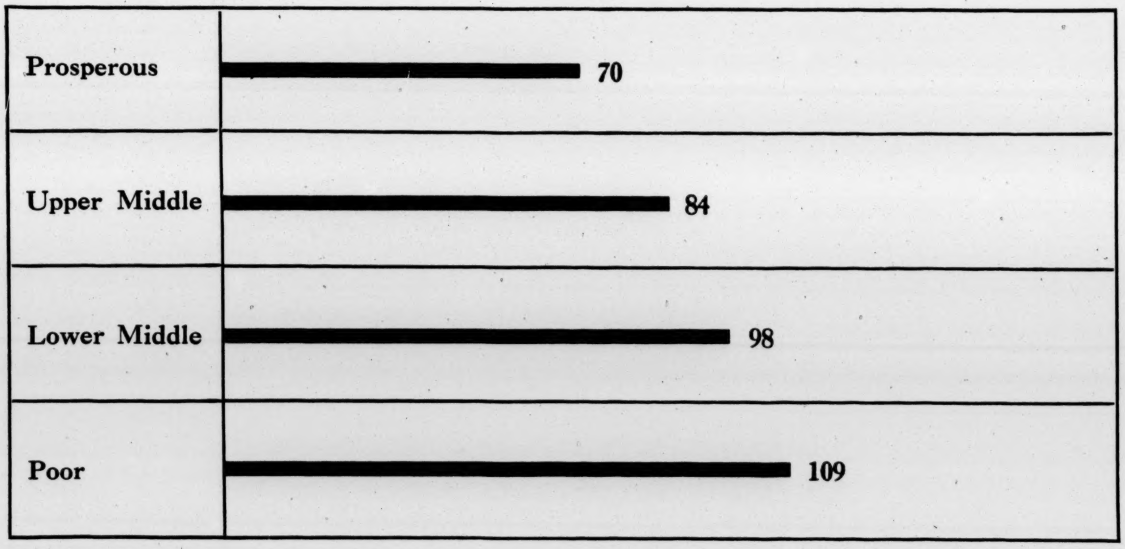
July, 1940



CROSBY, Bing

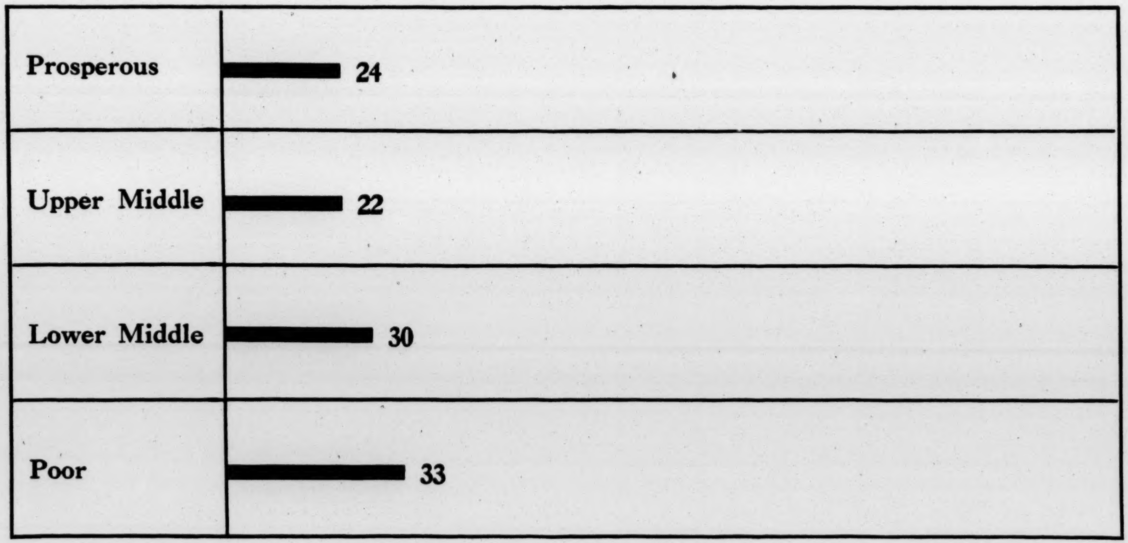
Rating by Income Groups

July, 1940



Rating by Income Groups

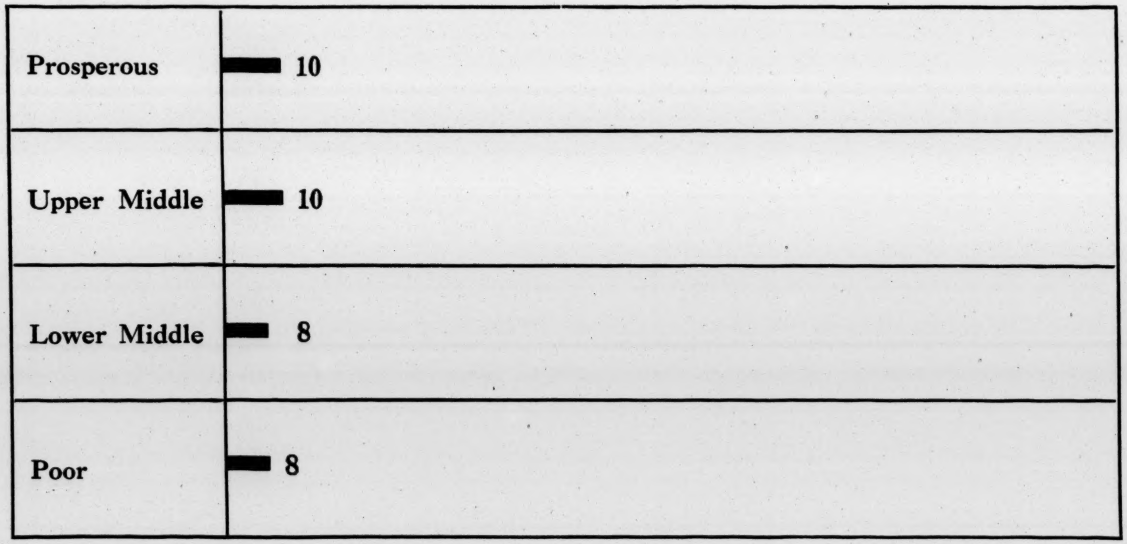
July, 1940



DARRIEUX, Danielle

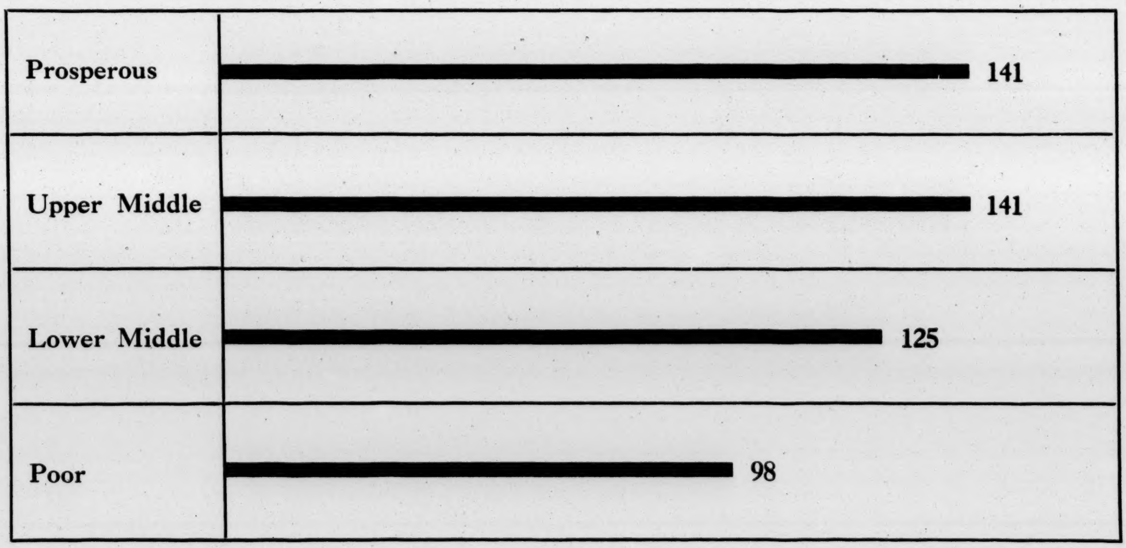
Rating by Income Groups

July, 1940



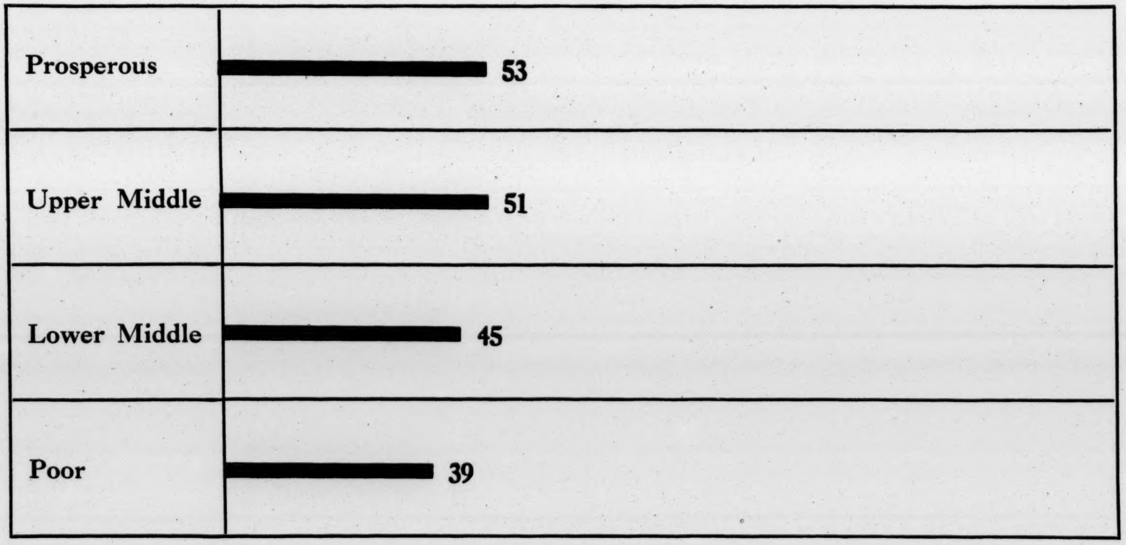
Rating by Income Groups

July, 1940



Rating by Income Groups

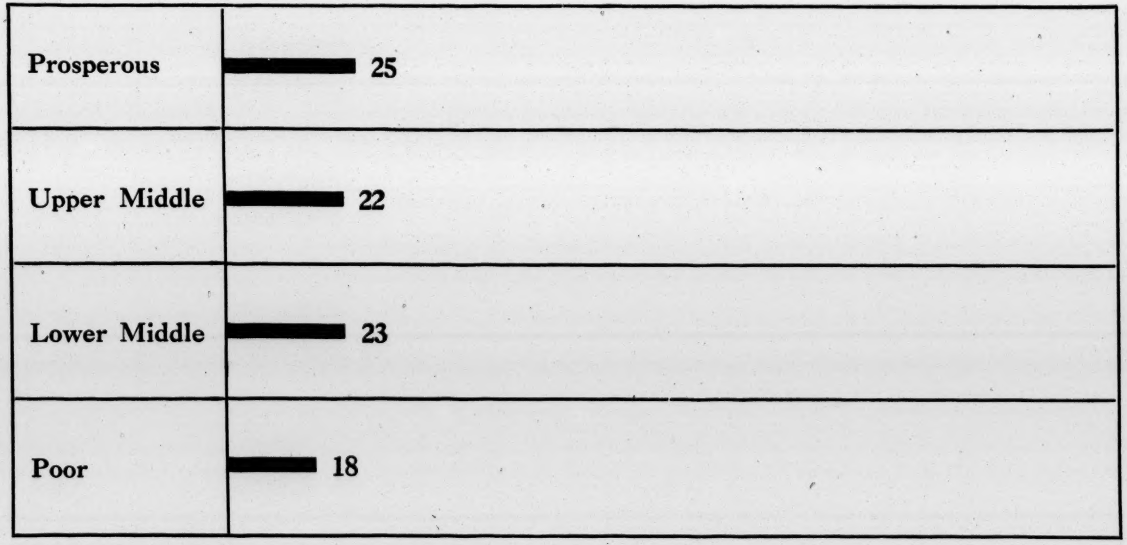
July, 1940



DIETRICH, Marlene

Rating by Income Groups

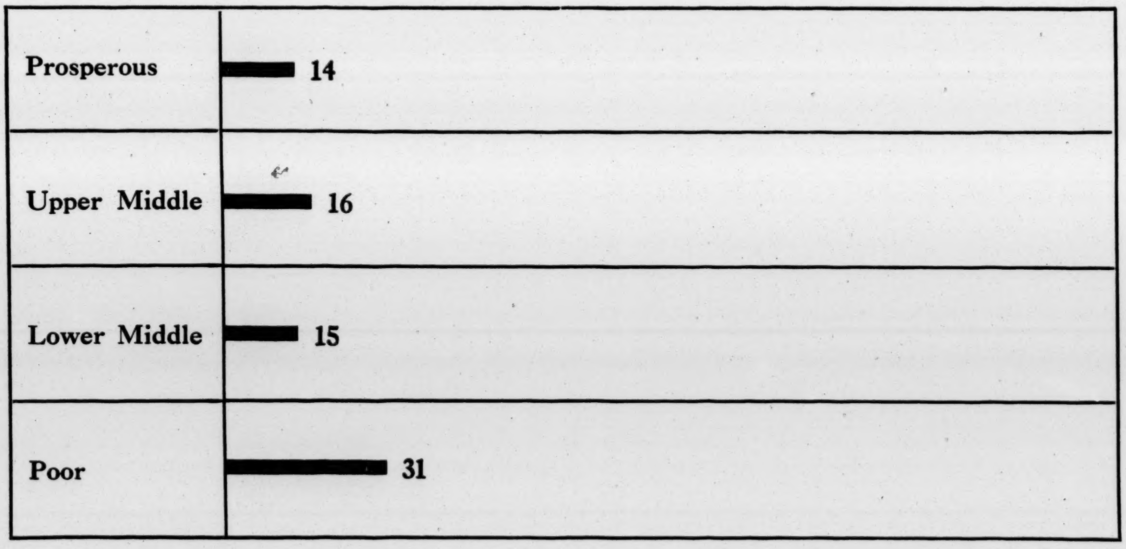
July, 1940



DIX, Richard

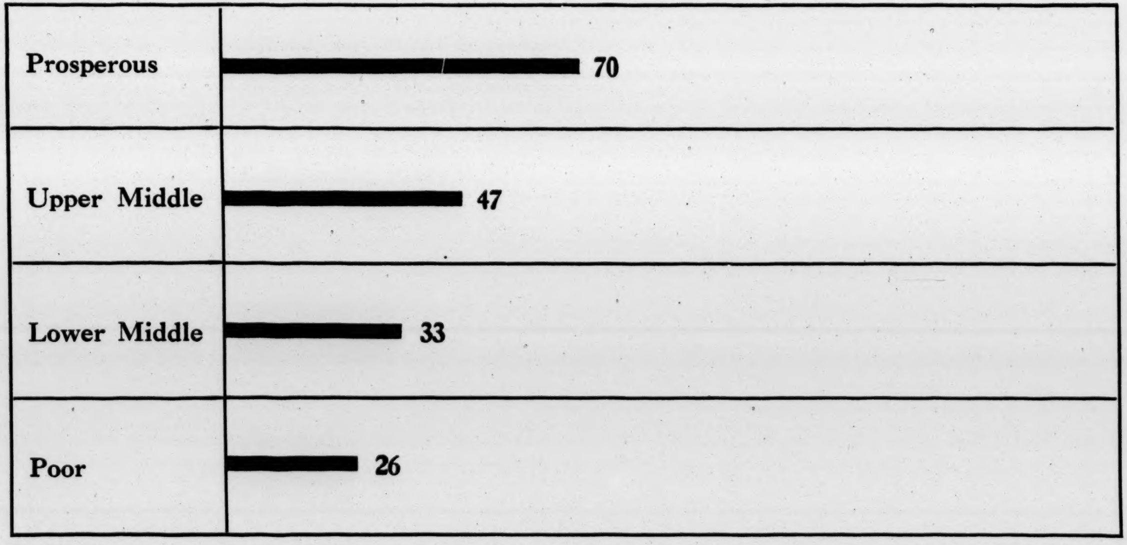
Rating by Income Groups

July, 1940



Rating by Income Groups

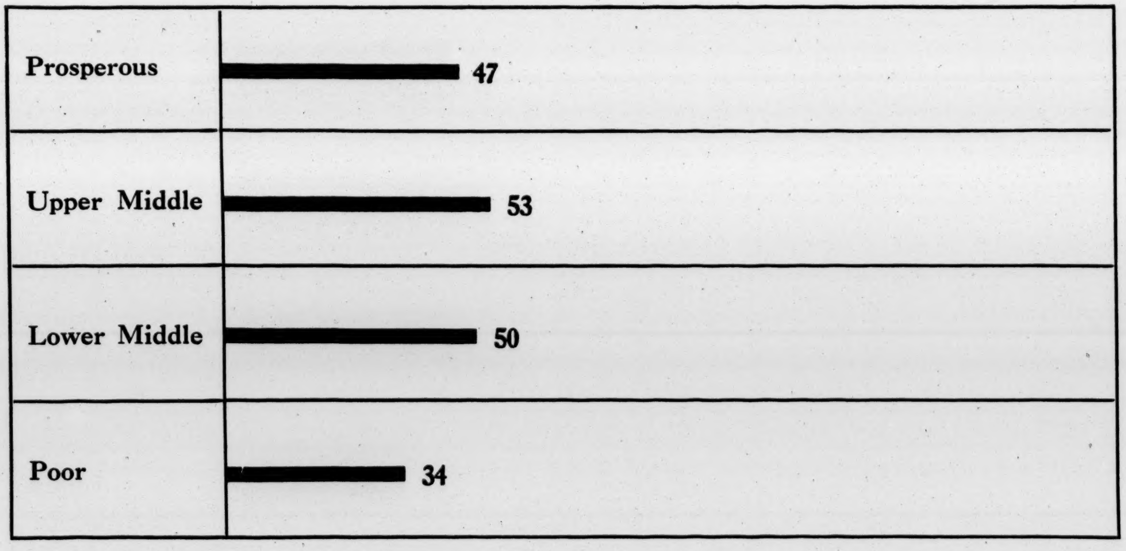
July, 1940



DOUGLAS, Melvyn

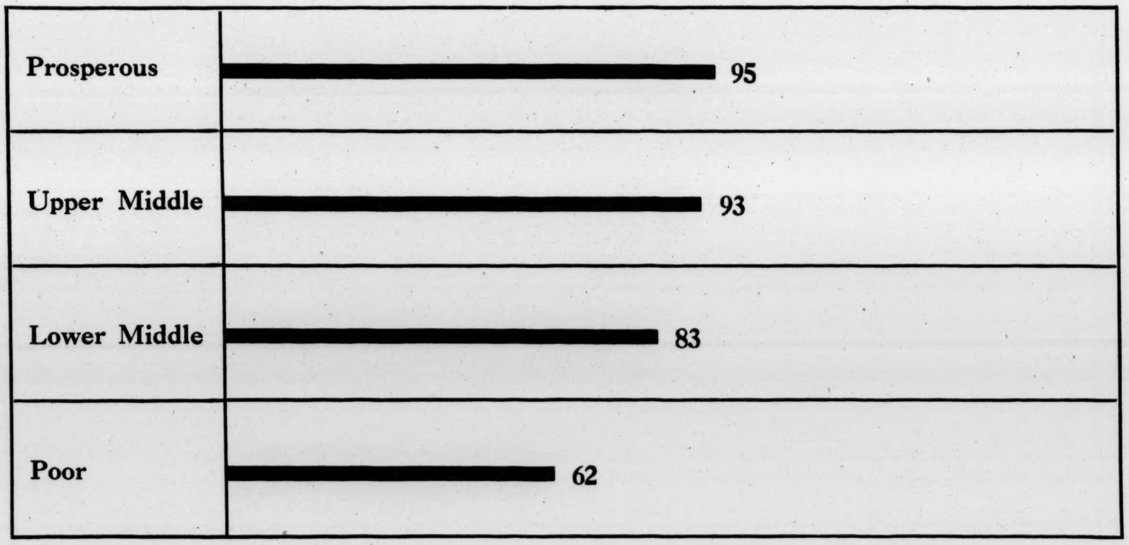
Rating by Income Groups

July, 1940



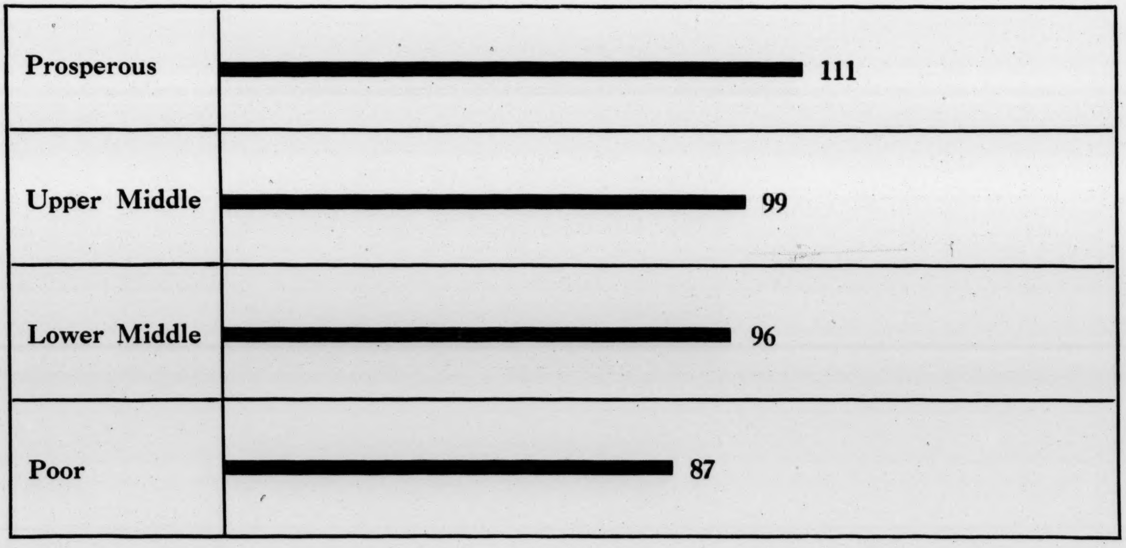
Rating by Income Groups

July, 1940



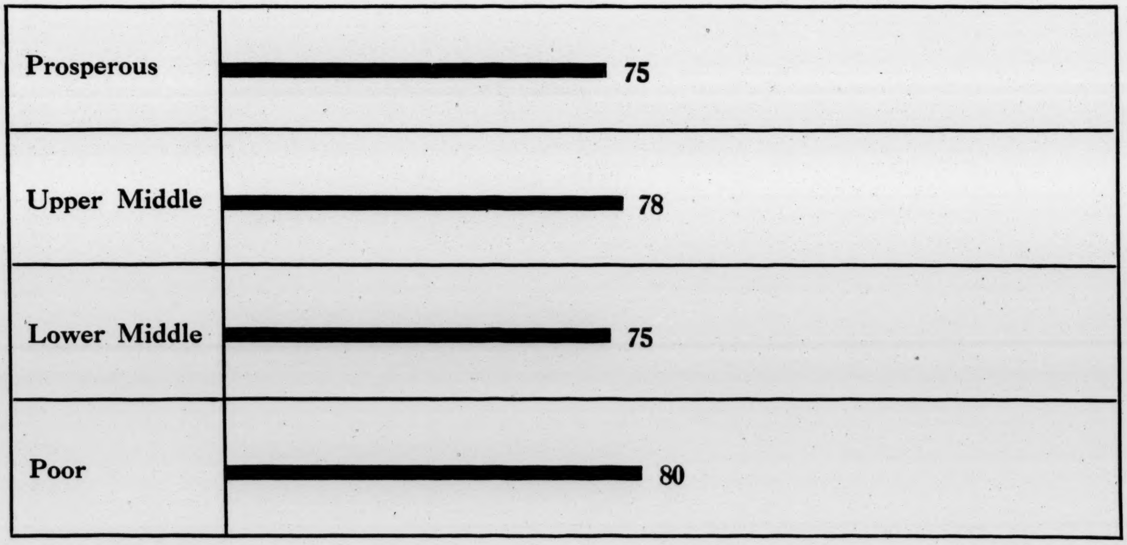
Rating by Income Groups

July, 1940



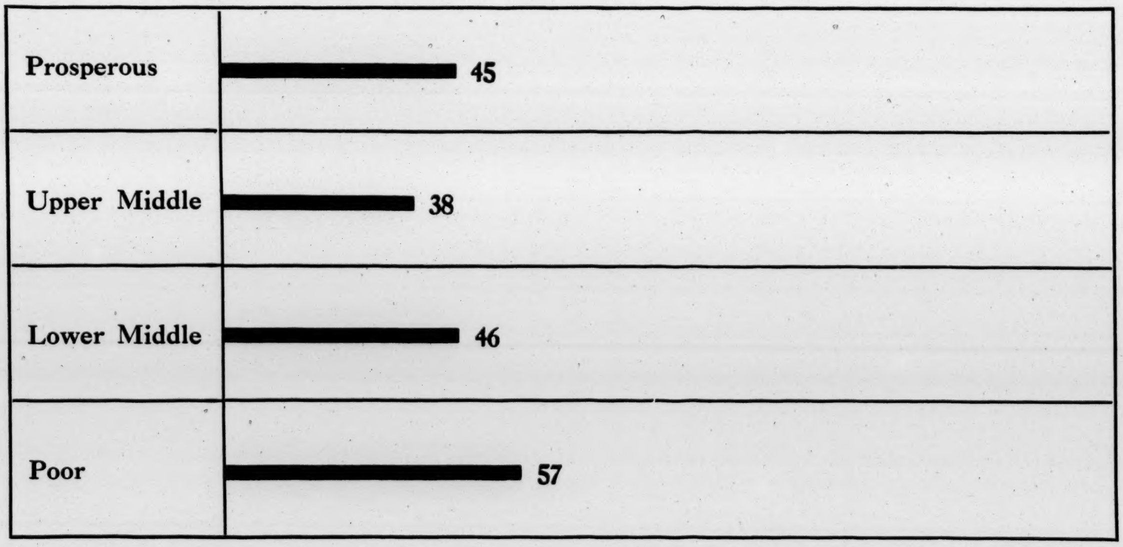
Rating by Income Groups

July, 1940



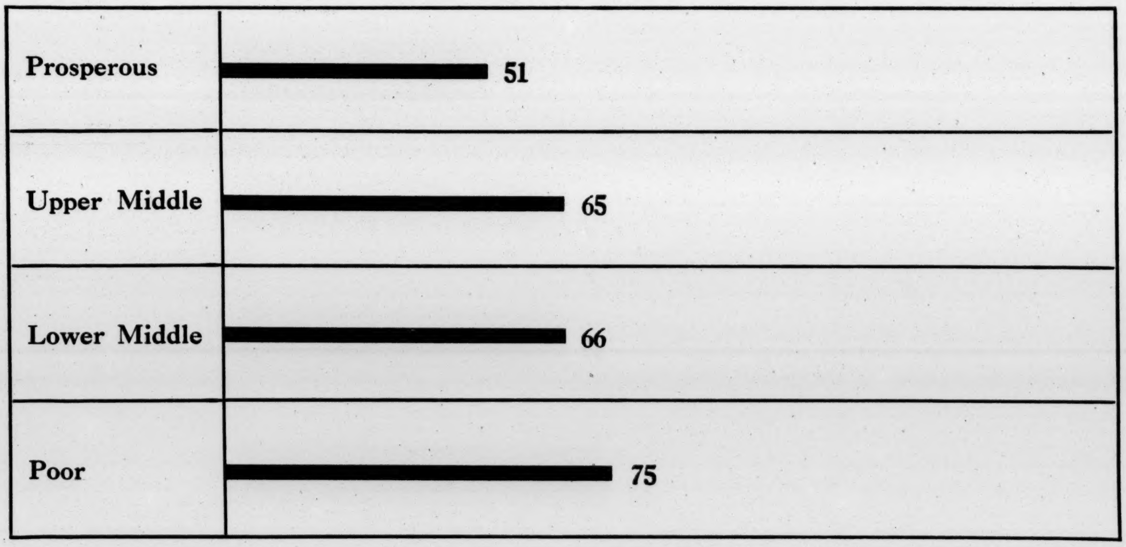
Rating by Income Groups

July, 1940



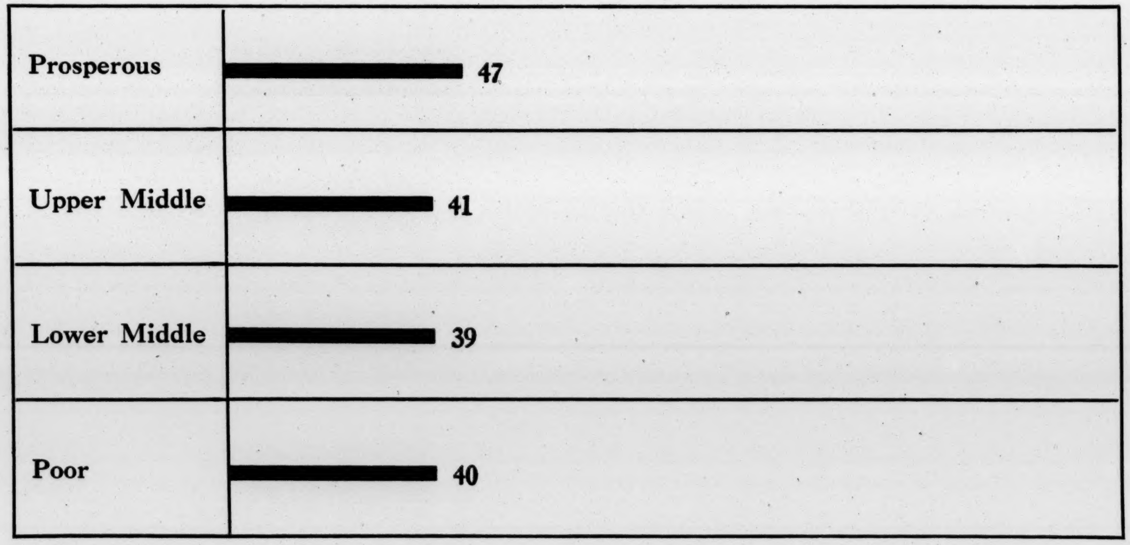
Rating by Income Groups

July, 1940



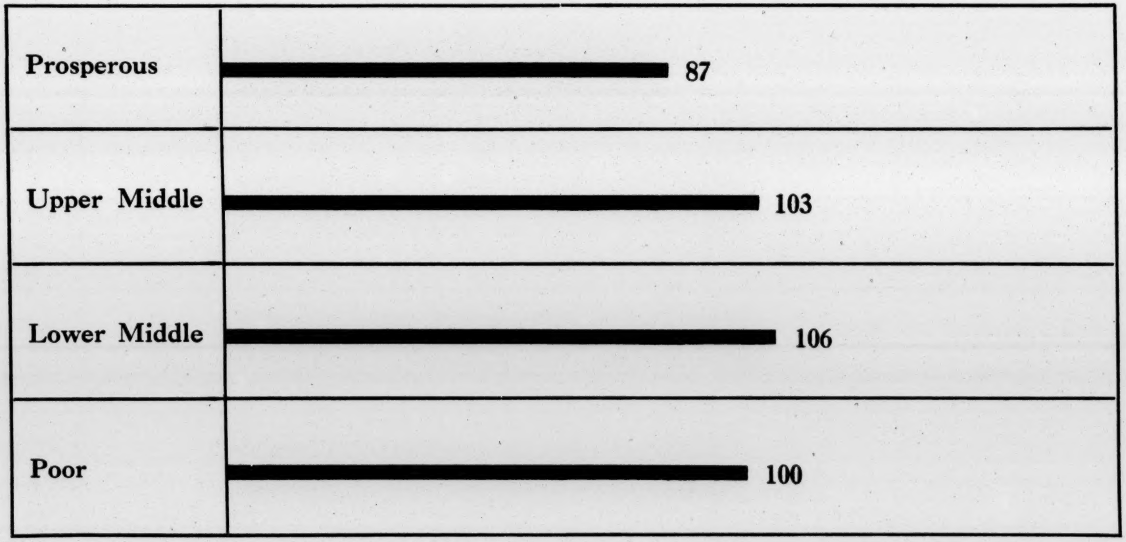
Rating by Income Groups

July, 1940



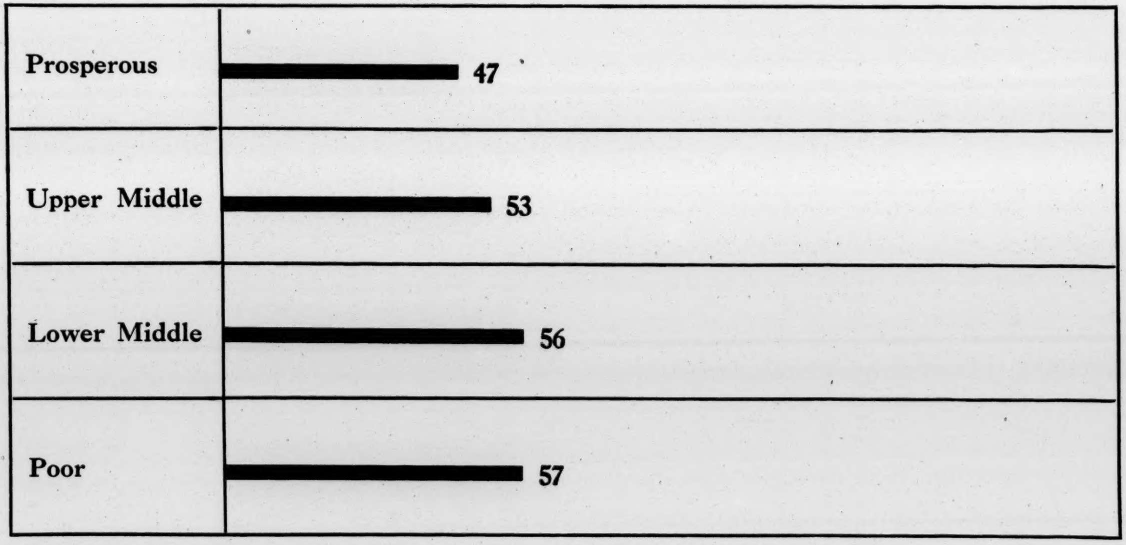
Rating by Income Groups

July, 1940



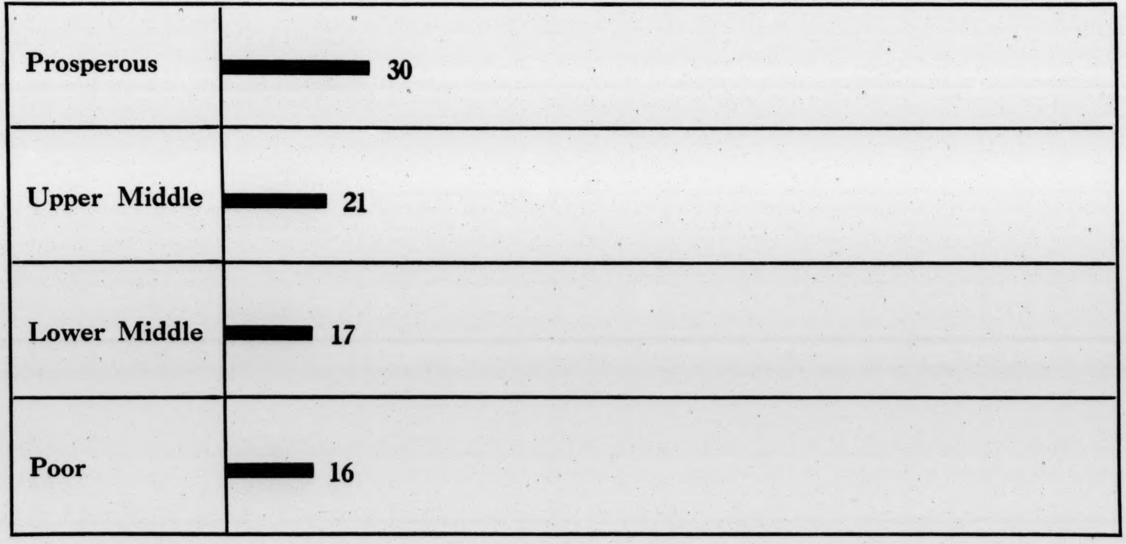
Rating by Income Groups

July, 1940



Rating by Income Groups

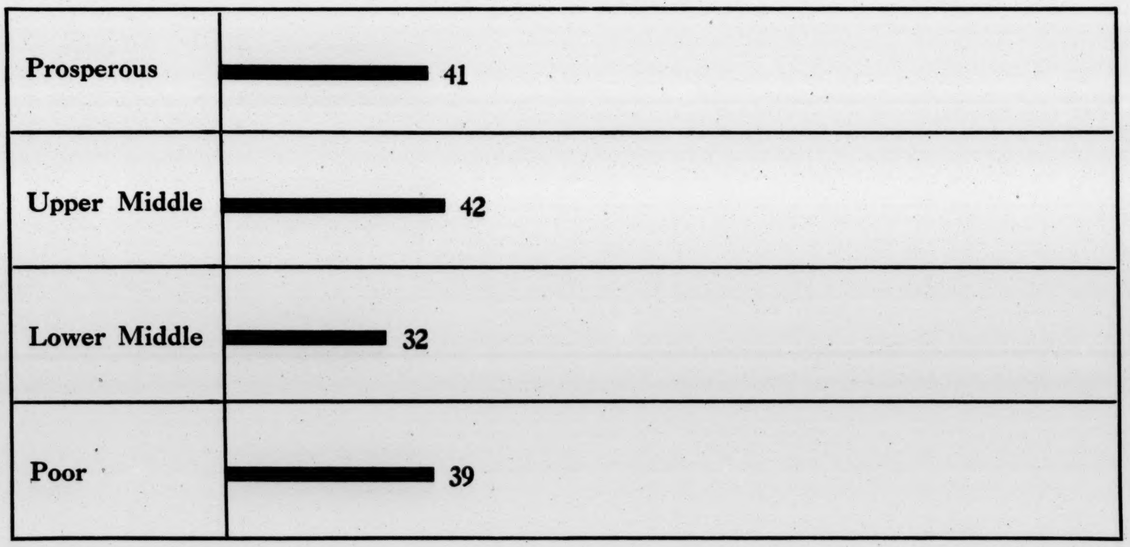
July, 1940



FRANCIS, Kay

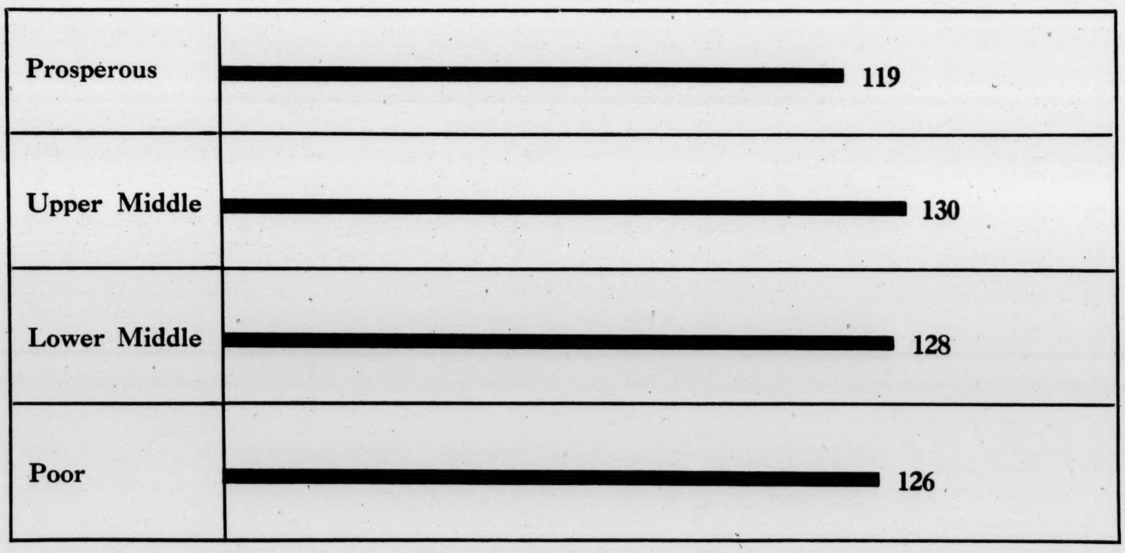
Rating by Income Groups

July, 1940



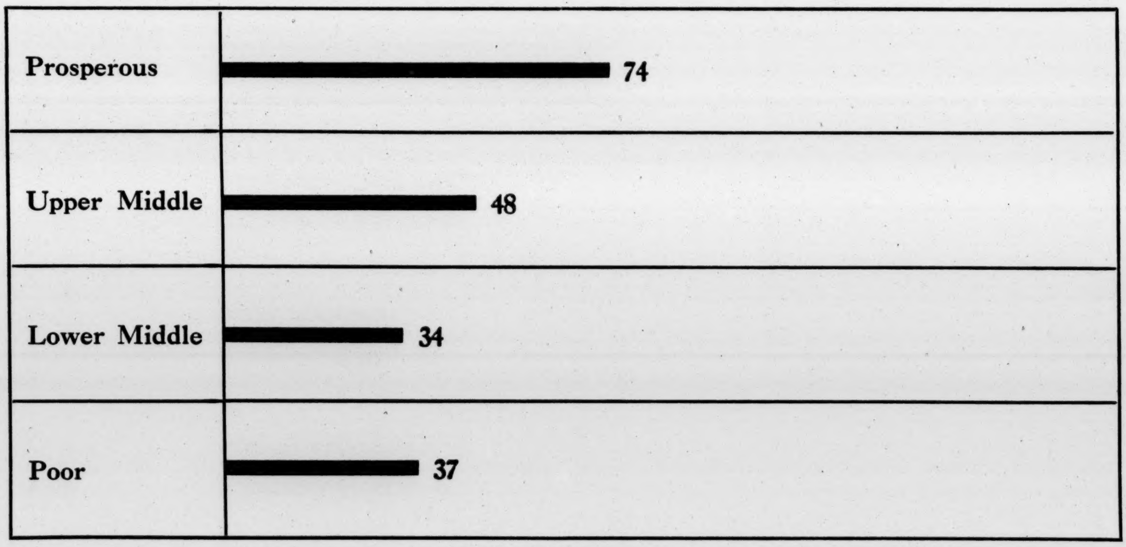
Rating by Income Groups

July, 1940



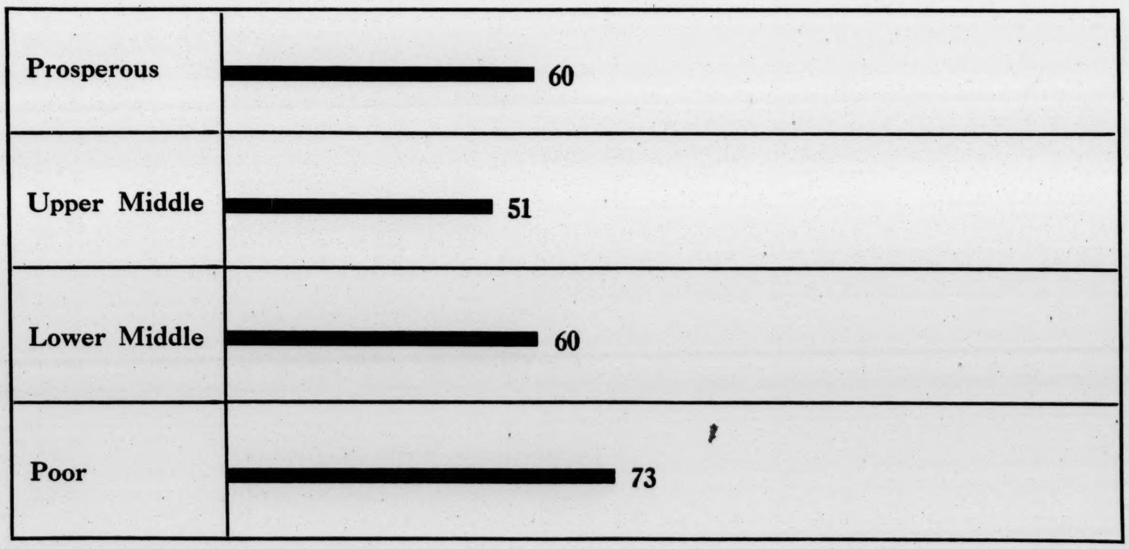
Rating by Income Groups

July, 1940



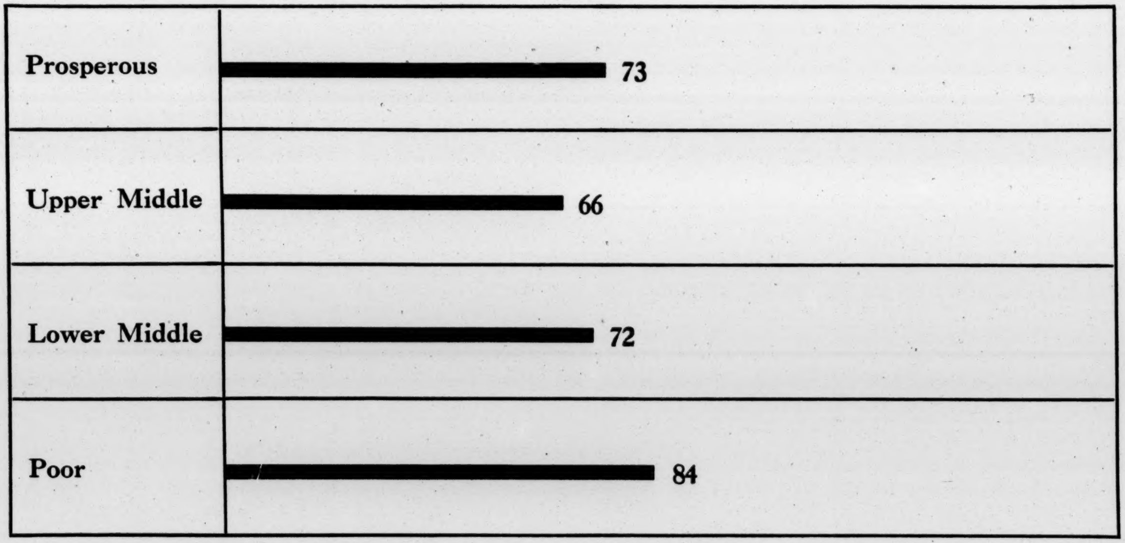
Rating by Income Groups

July, 1940



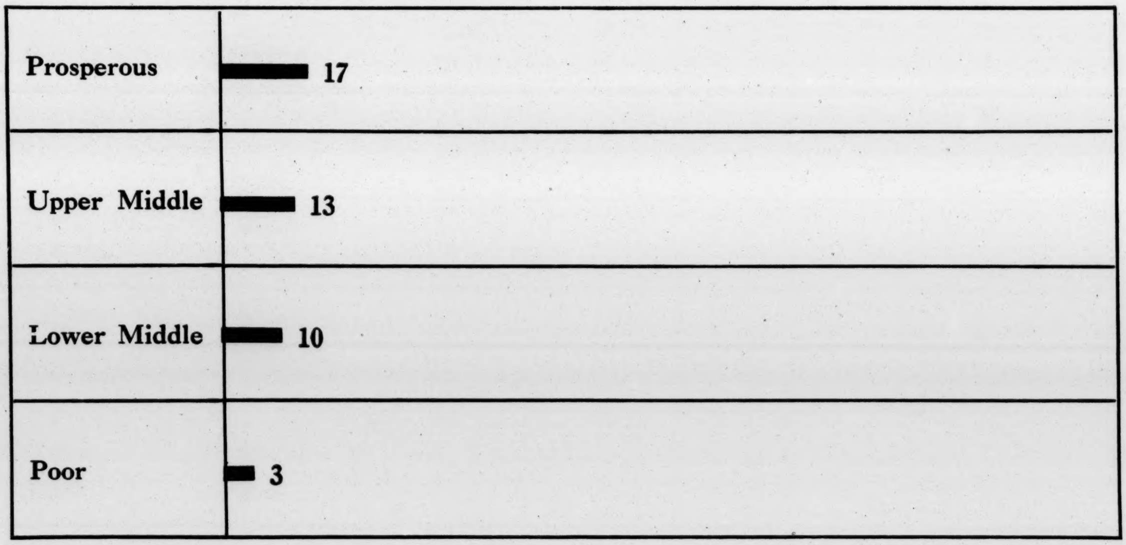
Rating by Income Groups

July, 1940



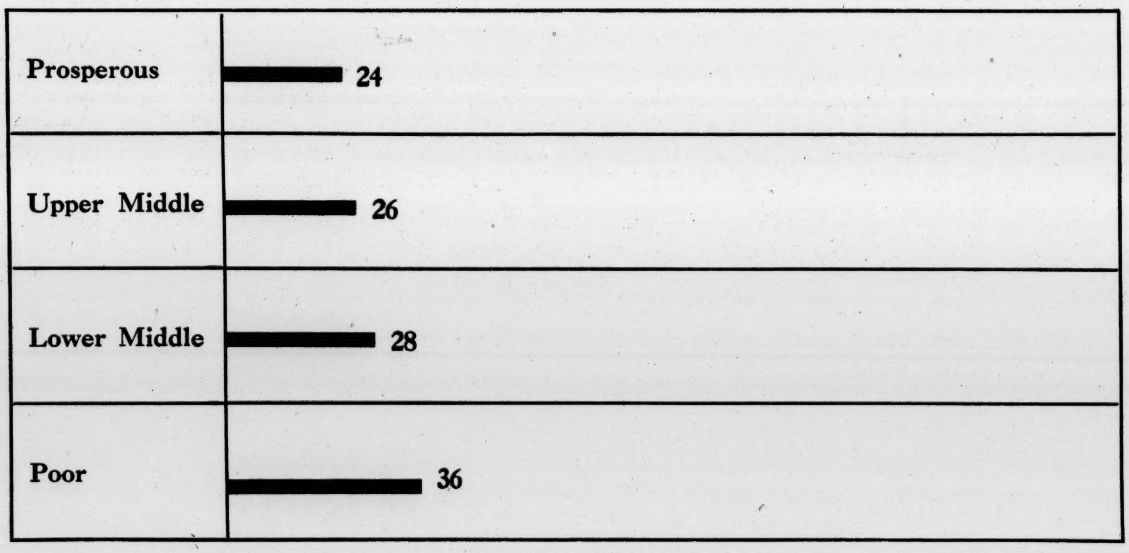
Rating by Income Groups

July, 1940



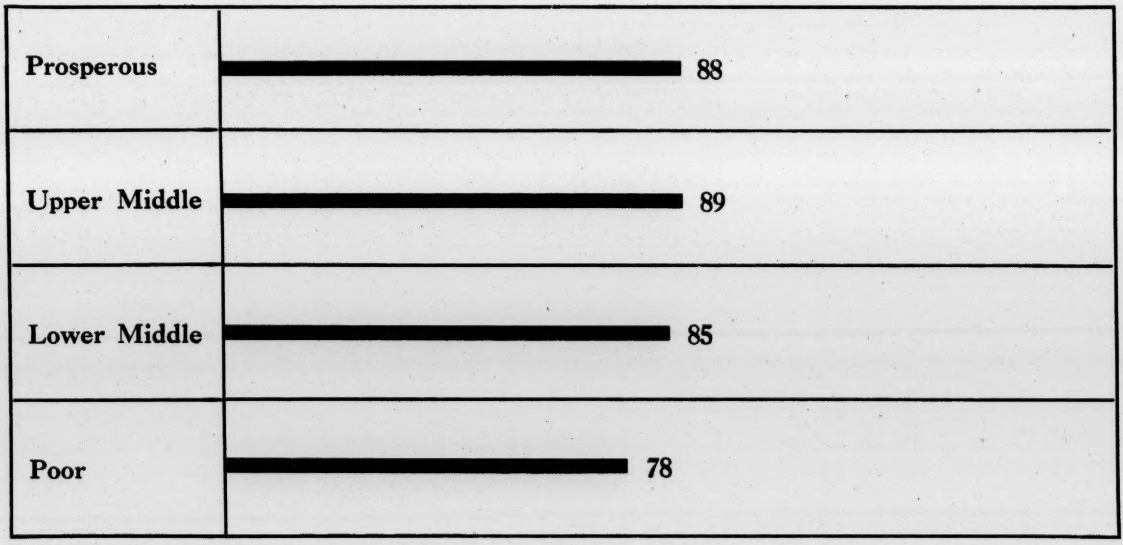
Rating by Income Groups

July, 1940



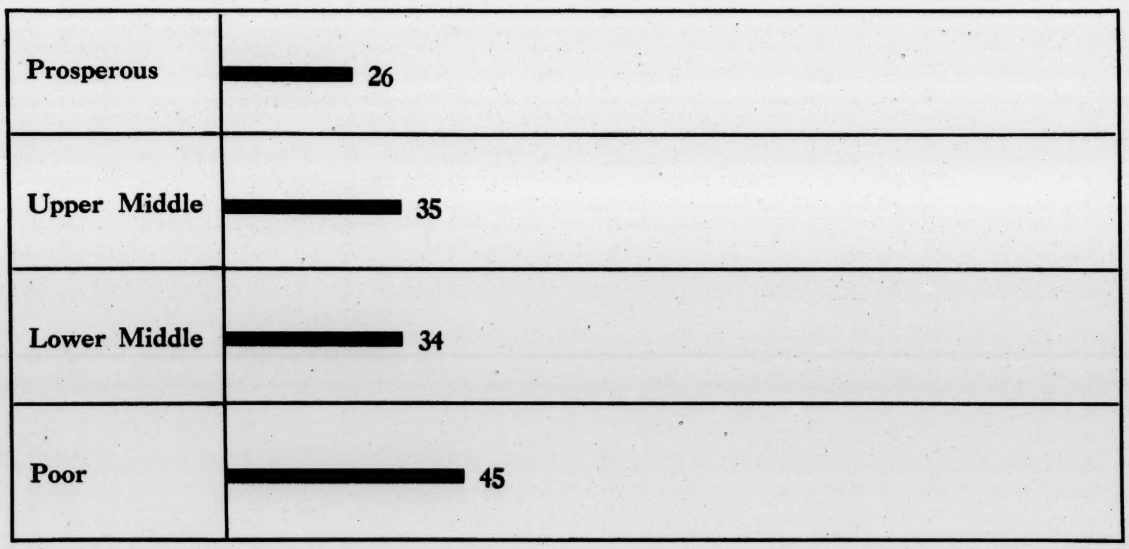
Rating by Income Groups

July, 1940



Rating by Income Groups

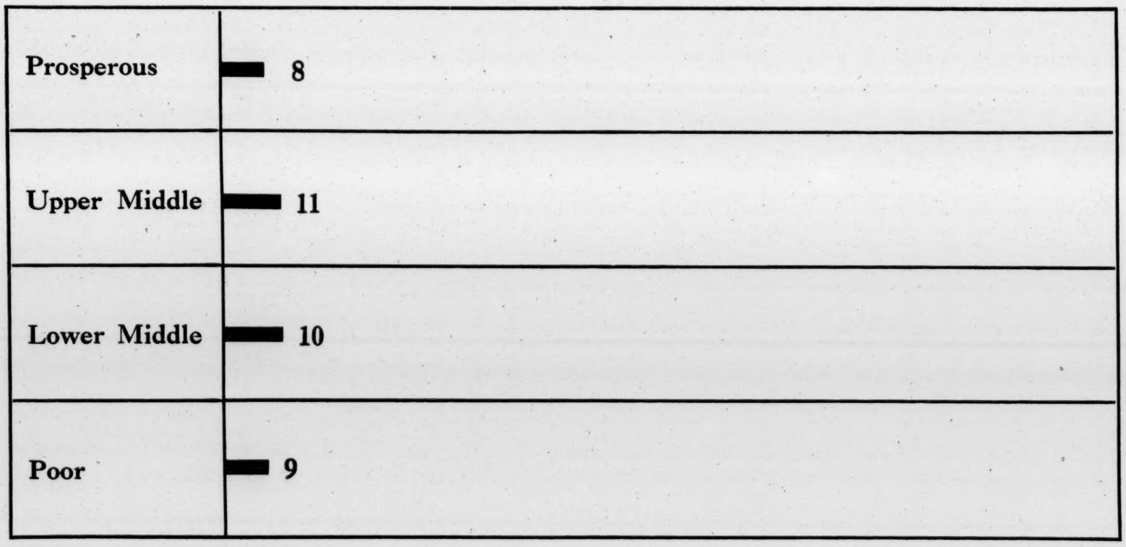
July, 1940



HAYWARD, Louis

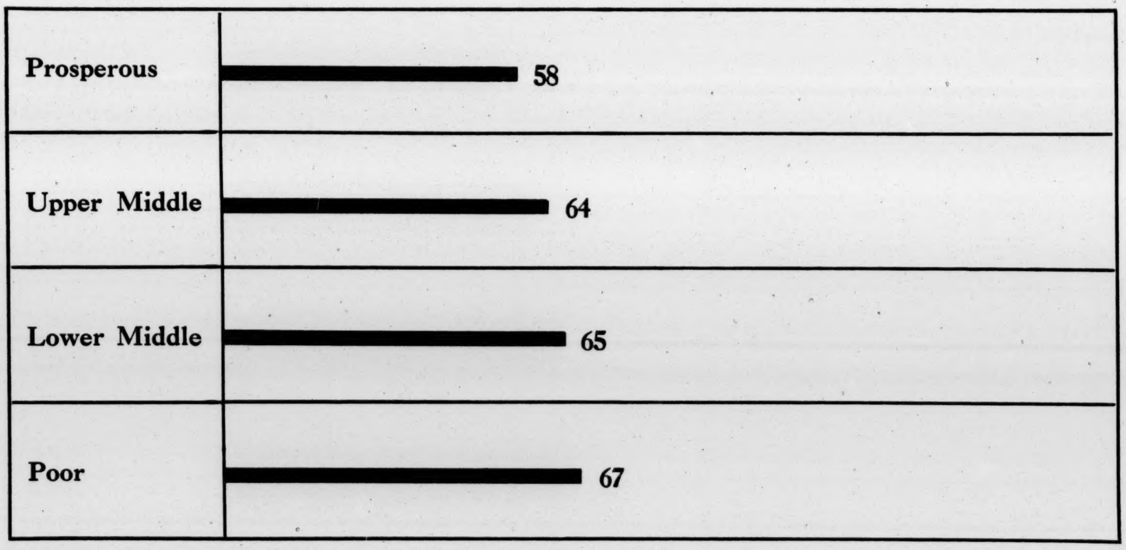
Rating by Income Groups

July, 1940



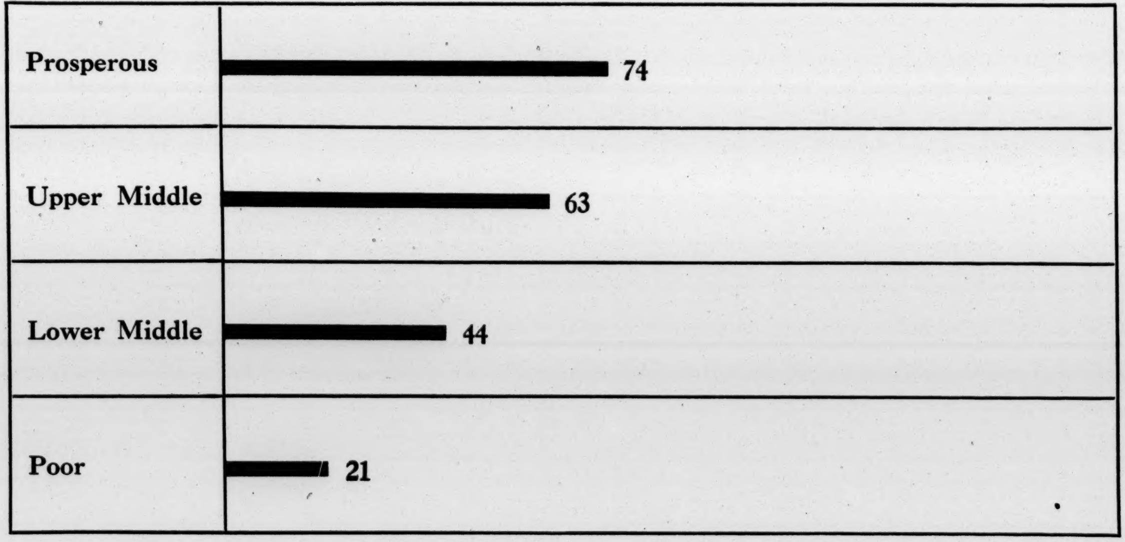
Rating by Income Groups

July, 1940



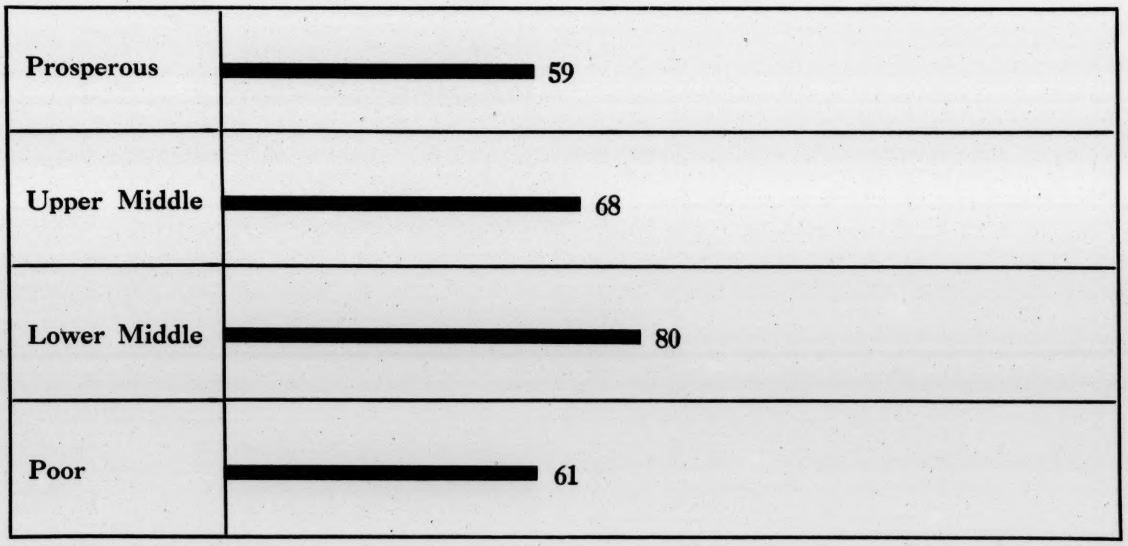
Rating by Income Groups

July, 1940



Rating by Income Groups

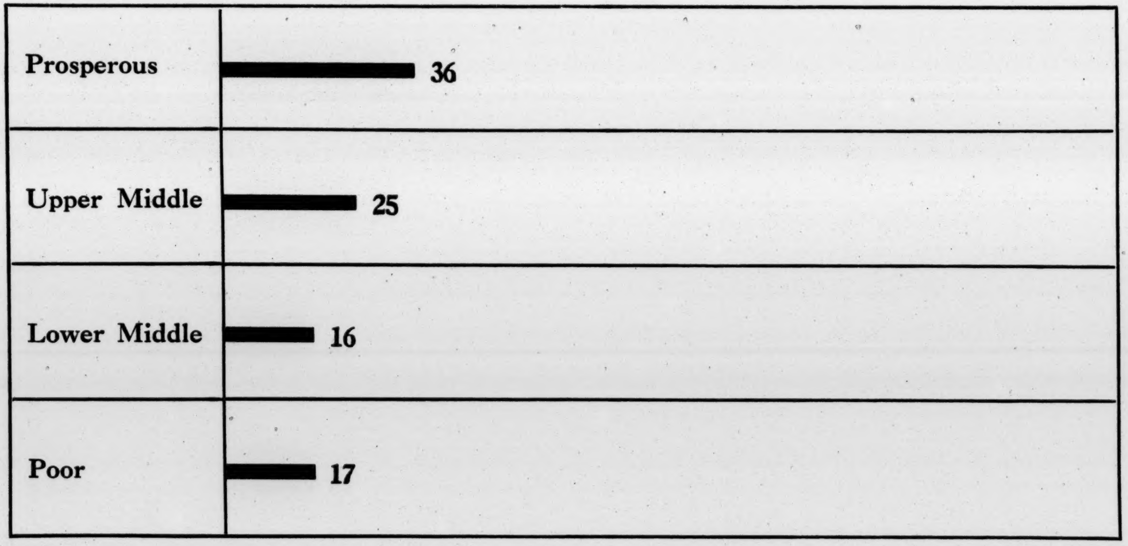
July, 1940



HOPKINS, Miriam

Rating by Income Groups

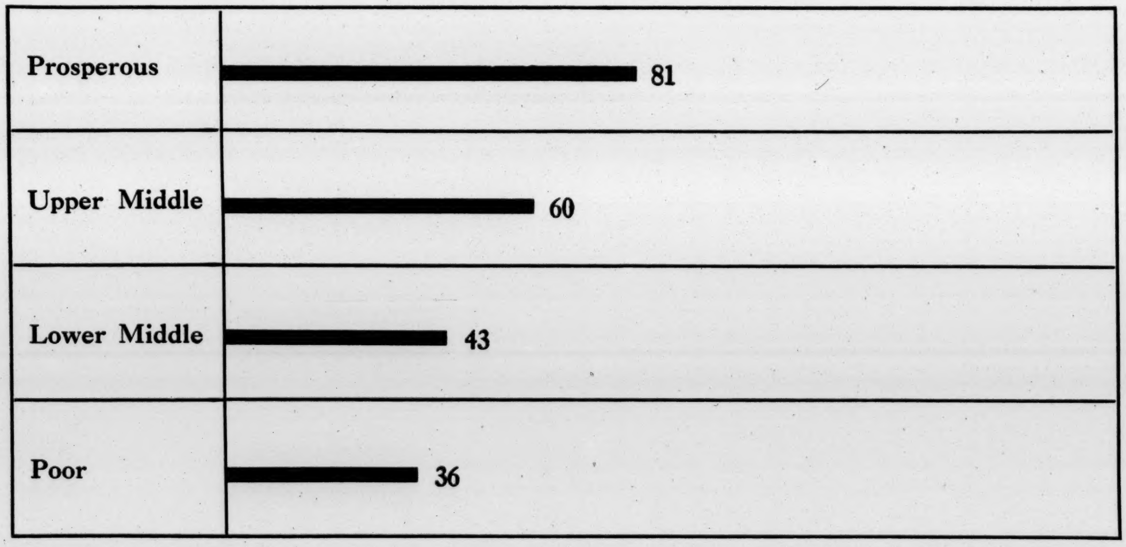
July, 1940



HOWARD, Leslie

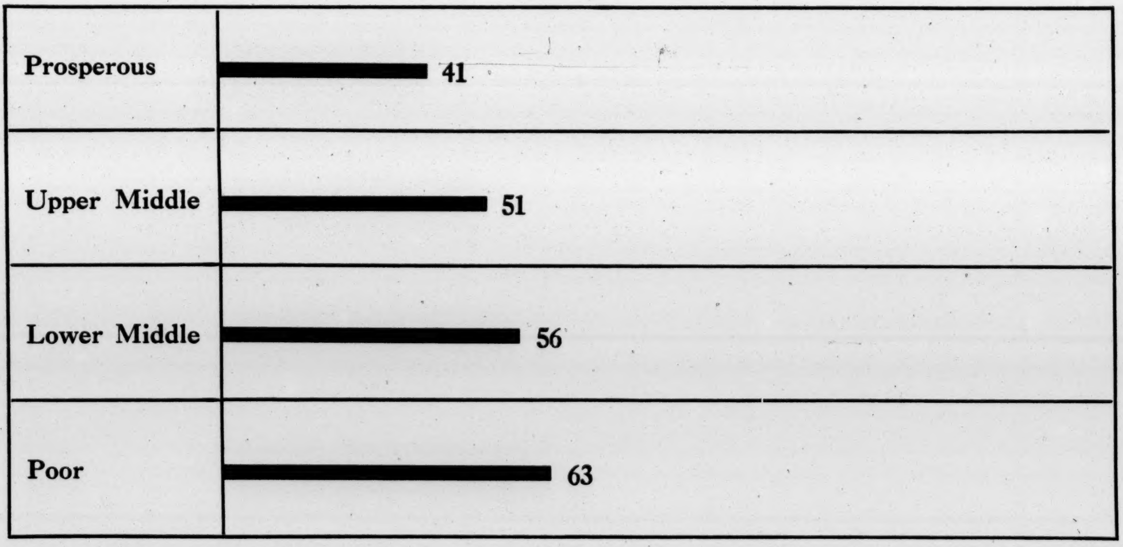
Rating by Income Groups

July, 1940



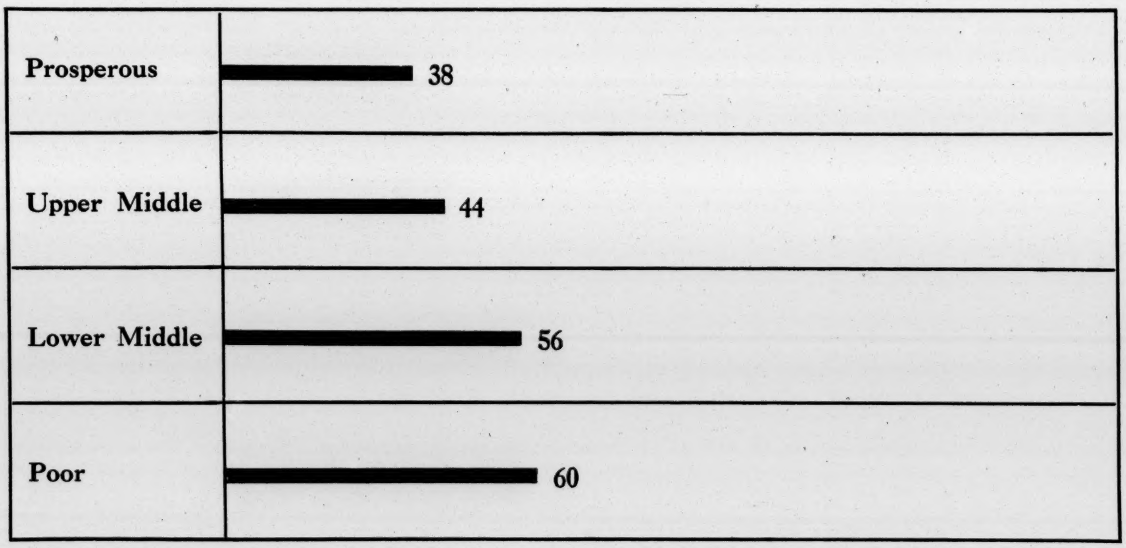
Rating by Income Groups

July, 1940



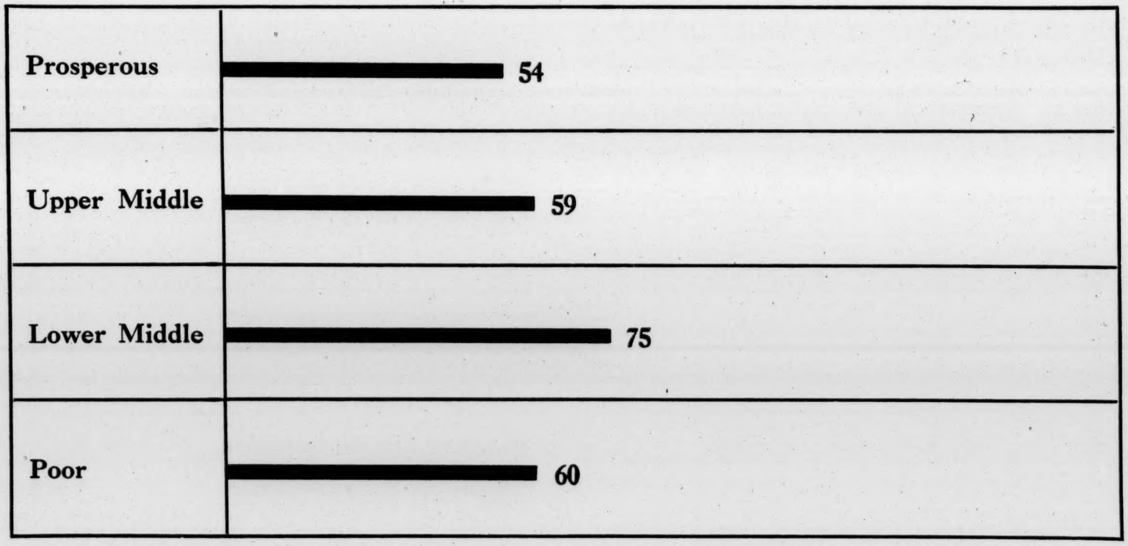
Rating by Income Groups

July, 1940



Rating by Income Groups

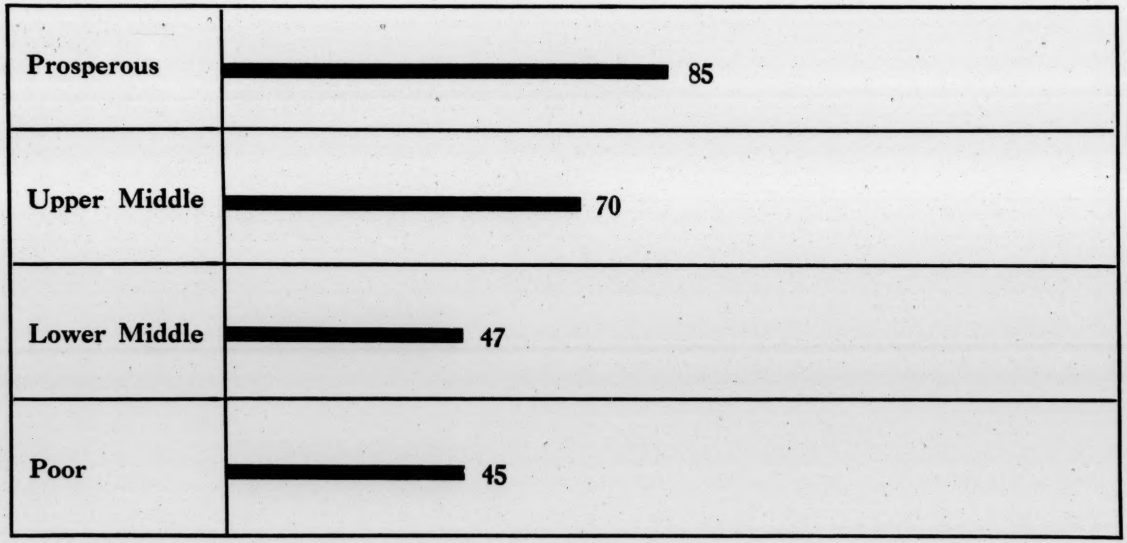
July, 1940



LAUGHTON, Charles

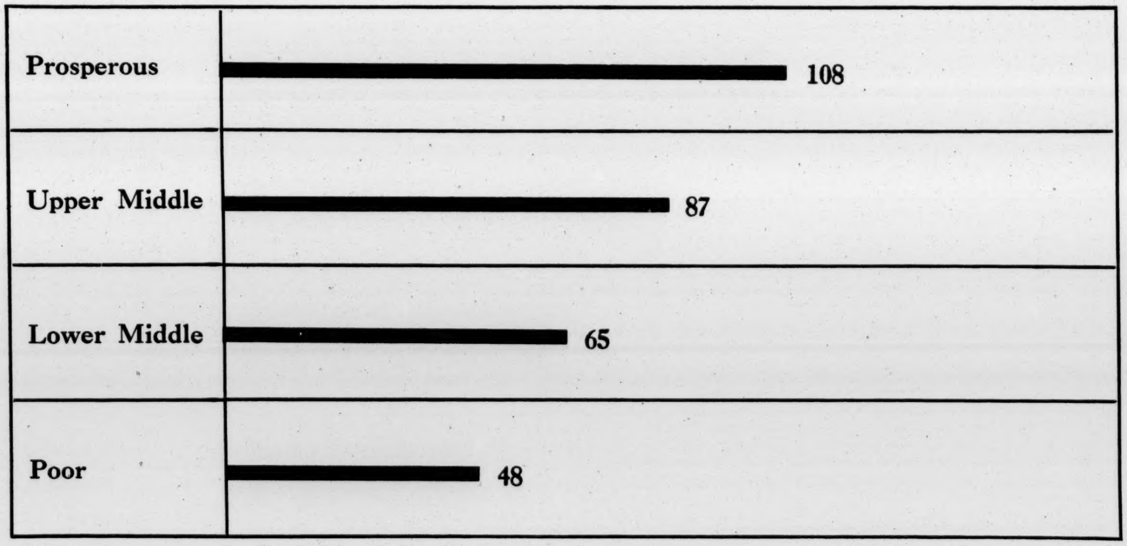
Rating by Income Groups

July, 1940



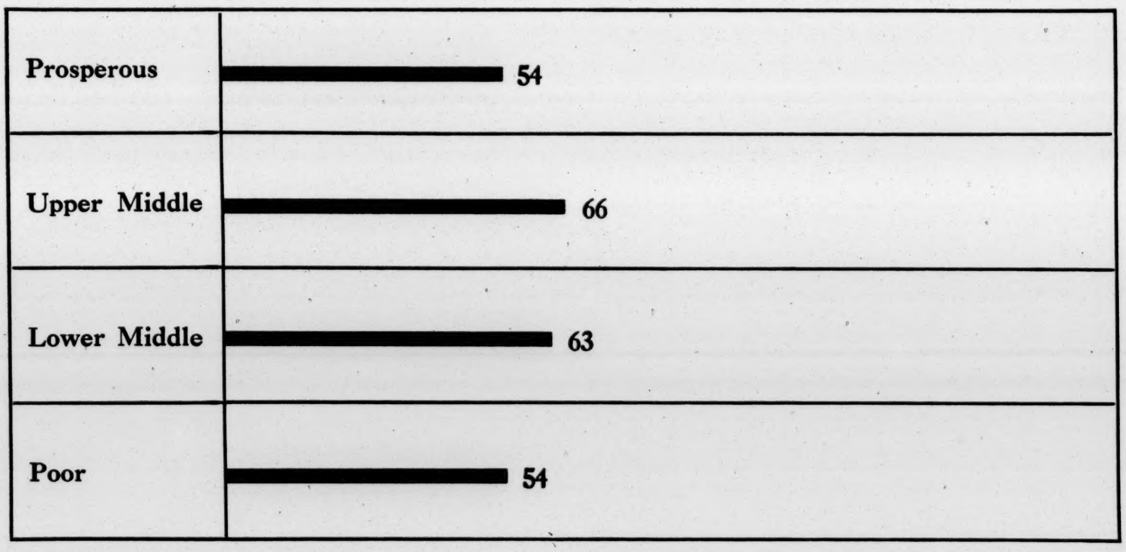
Rating by Income Groups

July, 1940



Rating by Income Groups

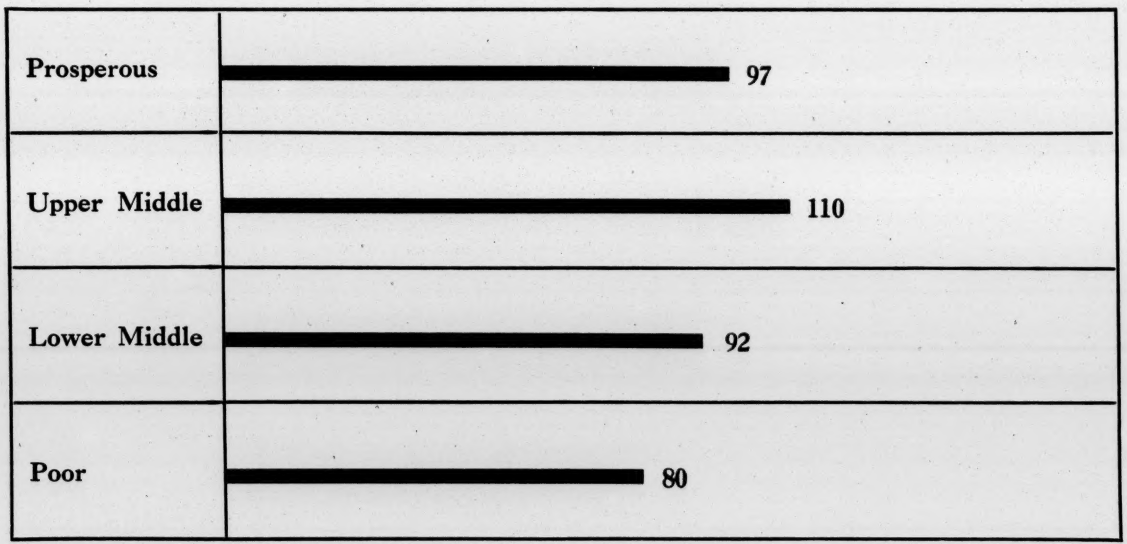
July, 1940



LOY, Myrna

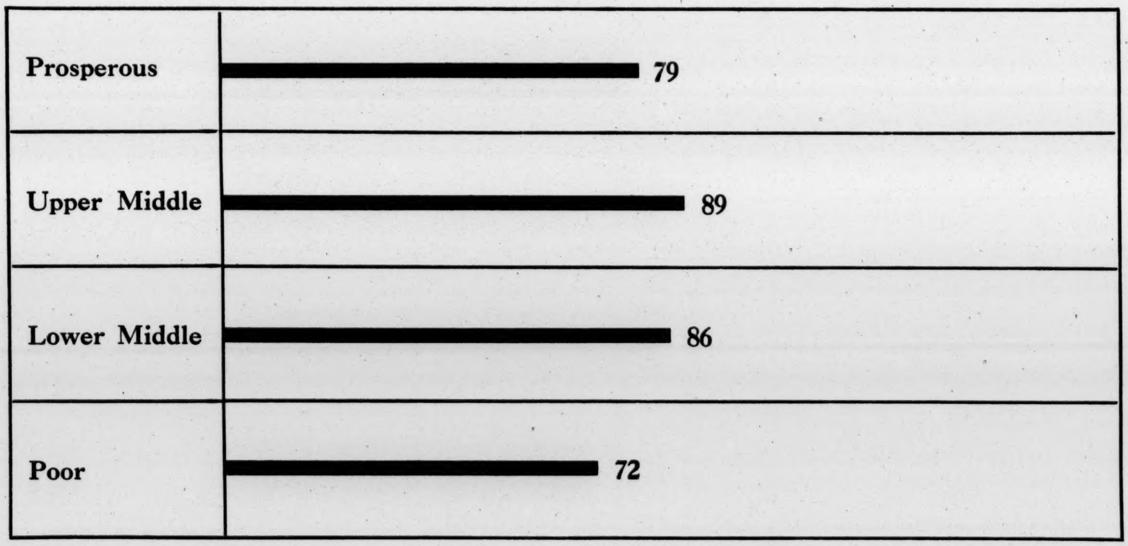
Rating by Income Groups

July, 1940



Rating by Income Groups

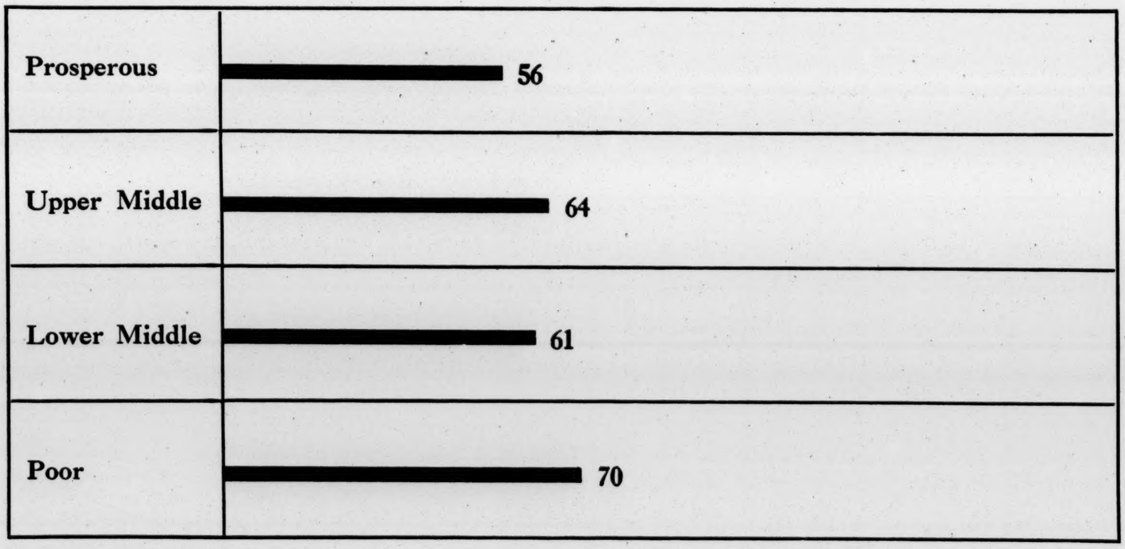
July, 1940



MacMURRAY, Fred

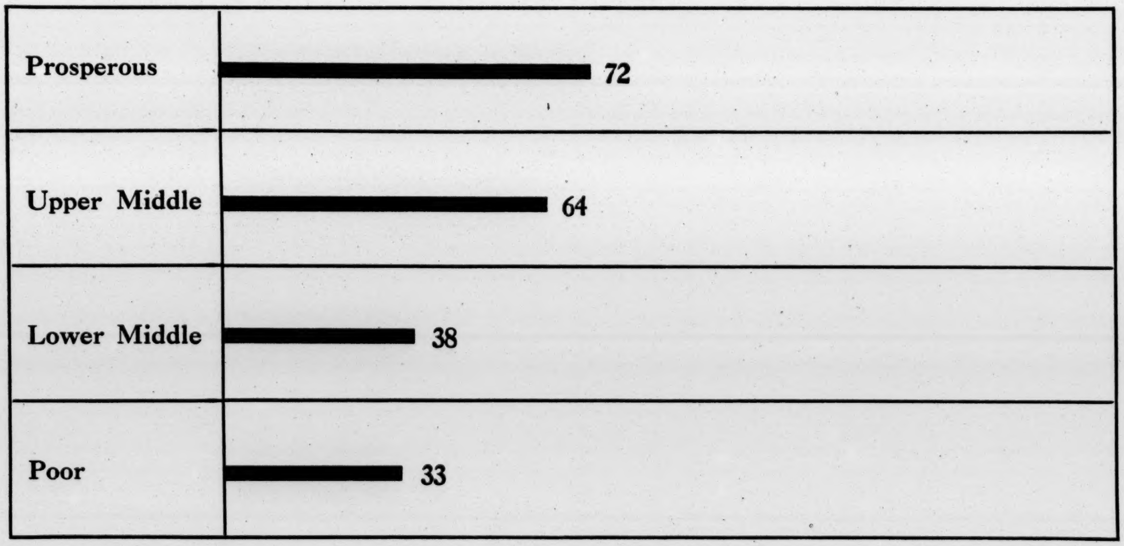
Rating by Income Groups

July, 1940



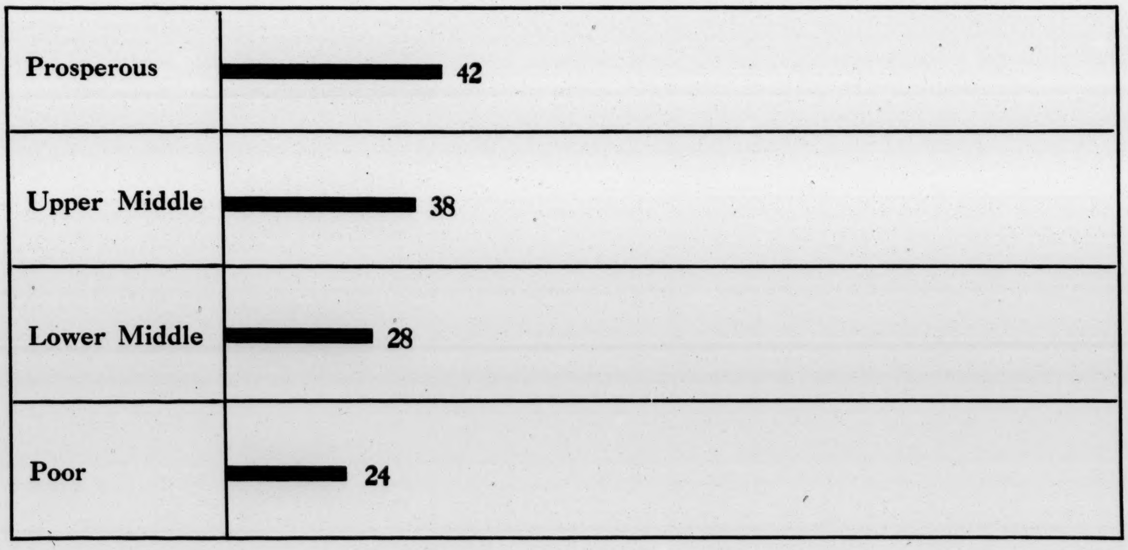
Rating by Income Groups

July, 1940



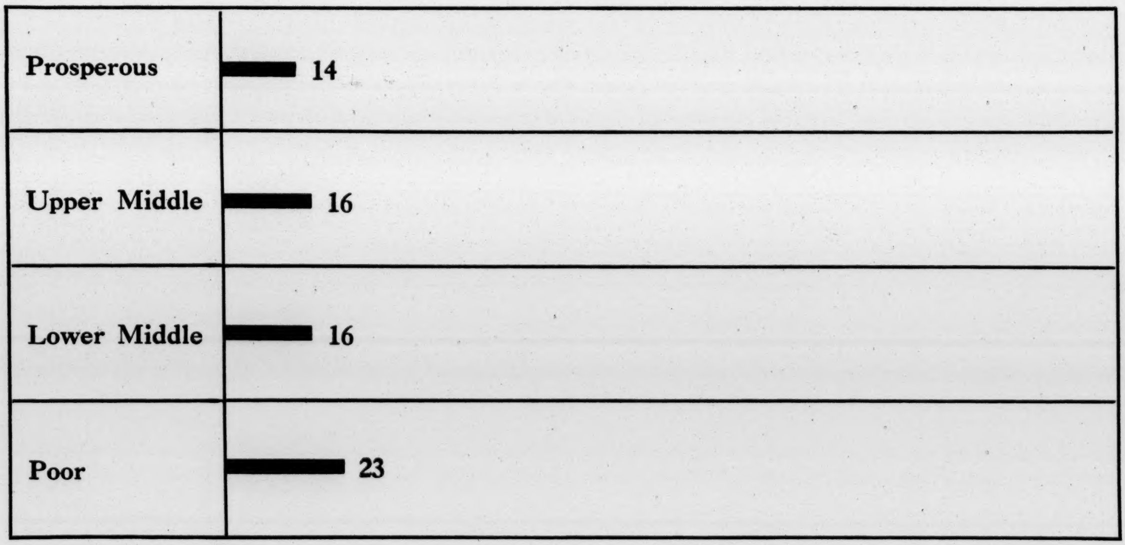
Rating by Income Groups

July, 1940



Rating by Income Groups

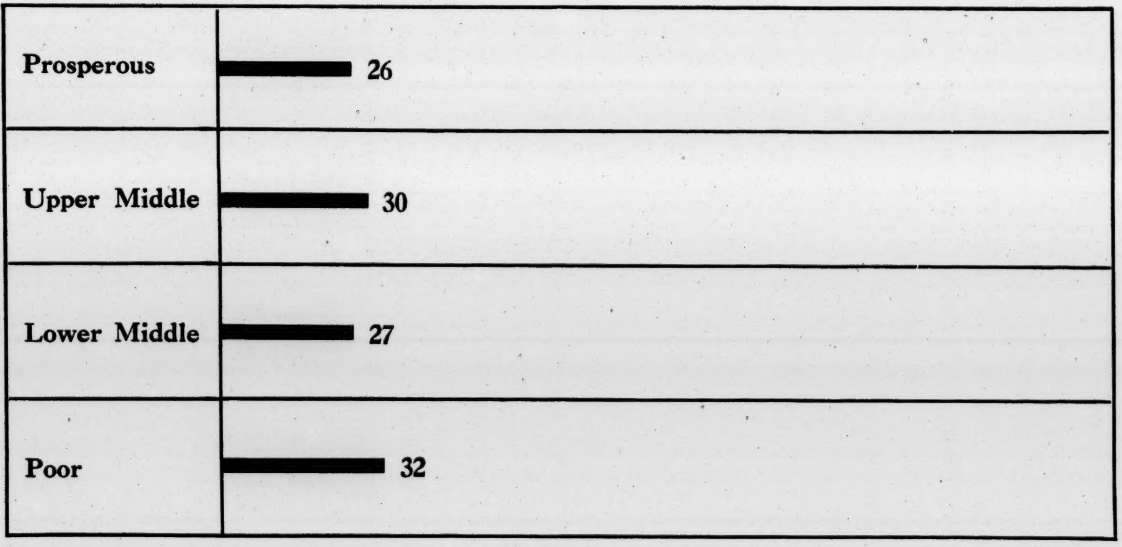
July, 1940



McCREA, Joel

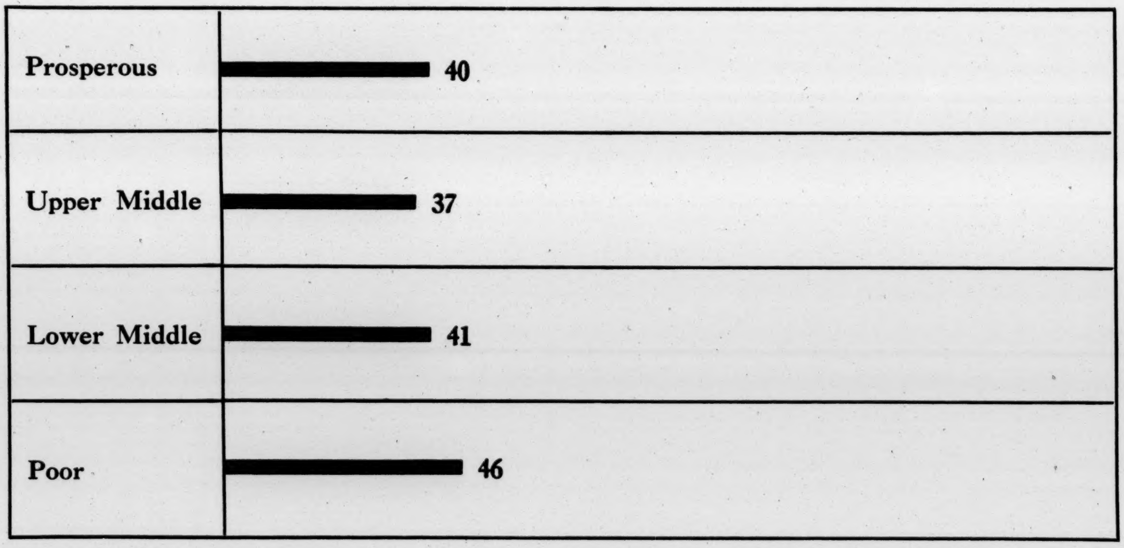
Rating by Income Groups

July, 1940



Rating by Income Groups

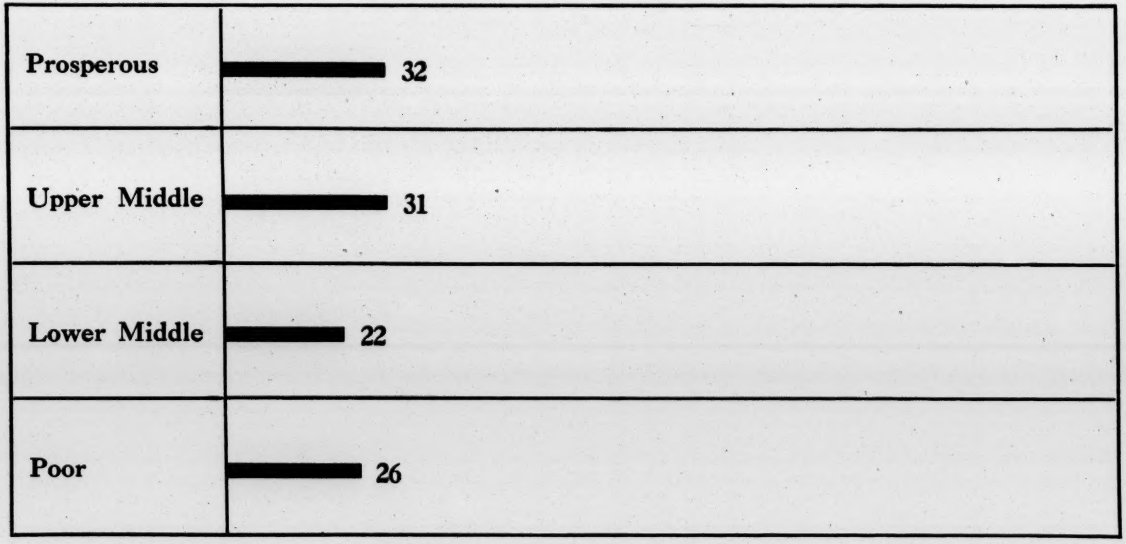
July, 1940



MILLAND, Ray

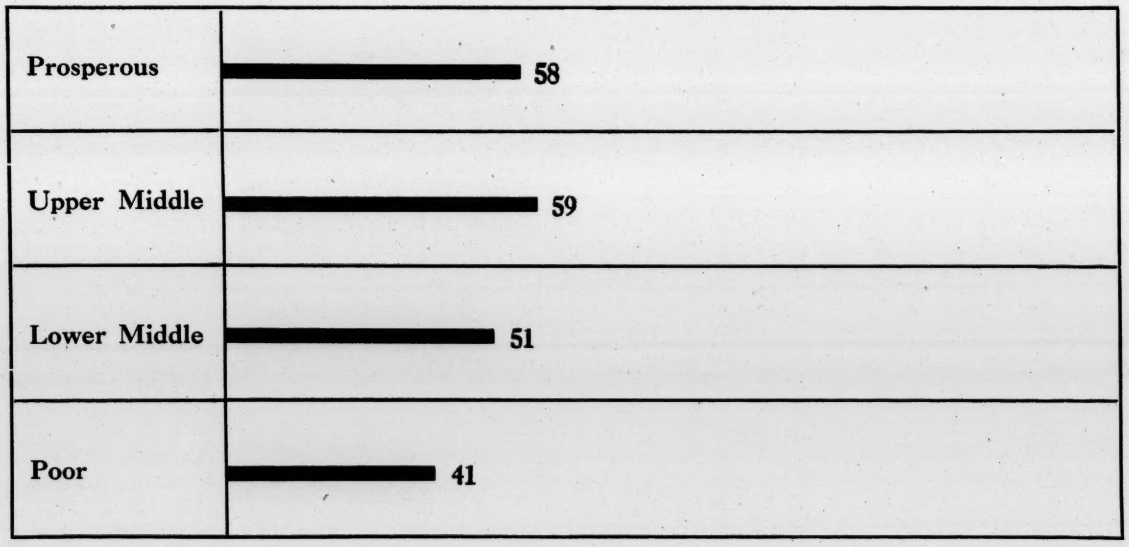
Rating by Income Groups

July, 1940



Rating by Income Groups

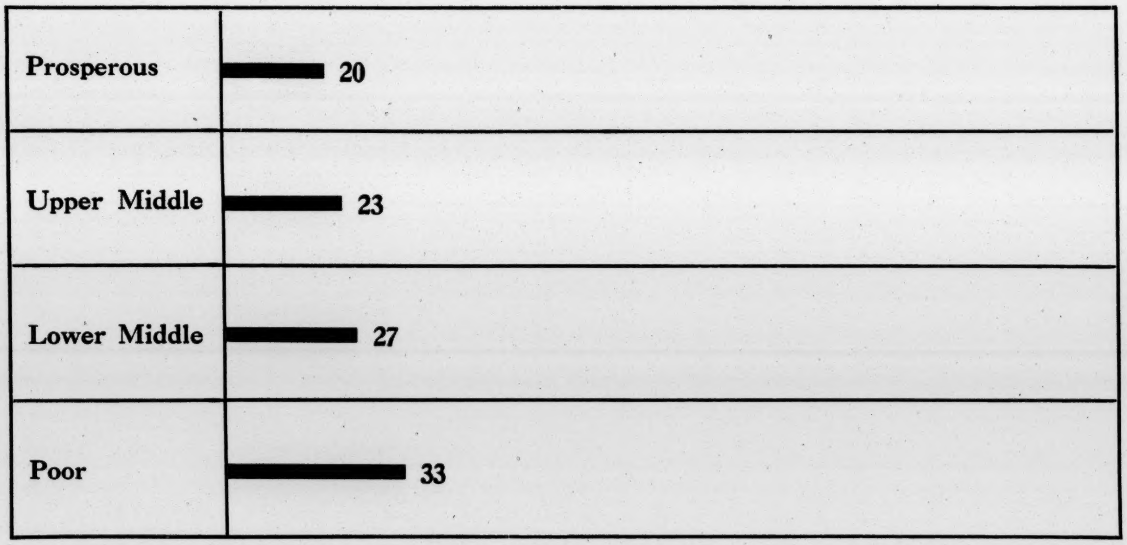
July, 1940



MORRIS, Wayne

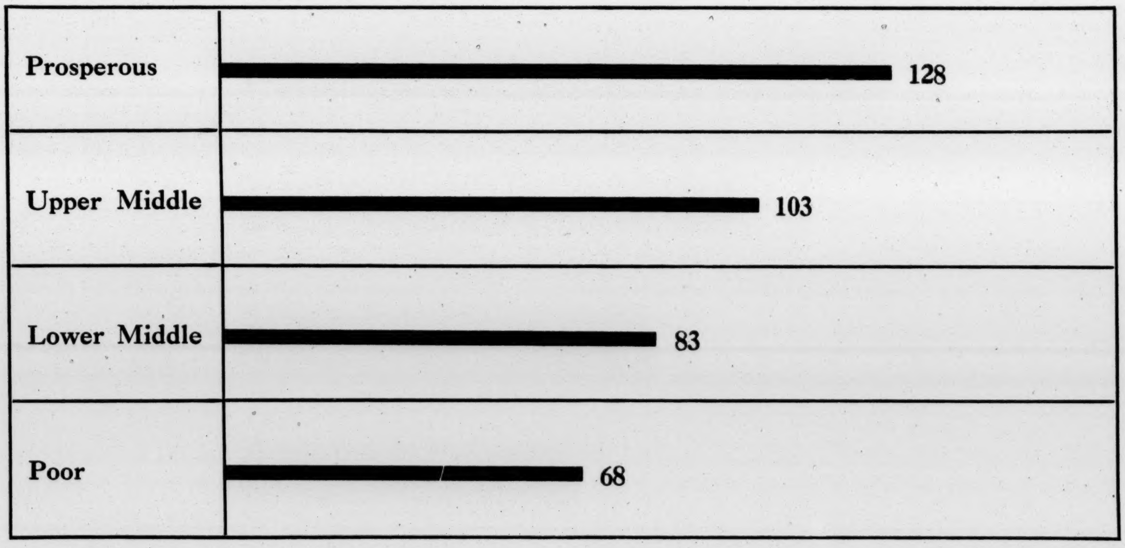
Rating by Income Groups

July, 1940



Rating by Income Groups

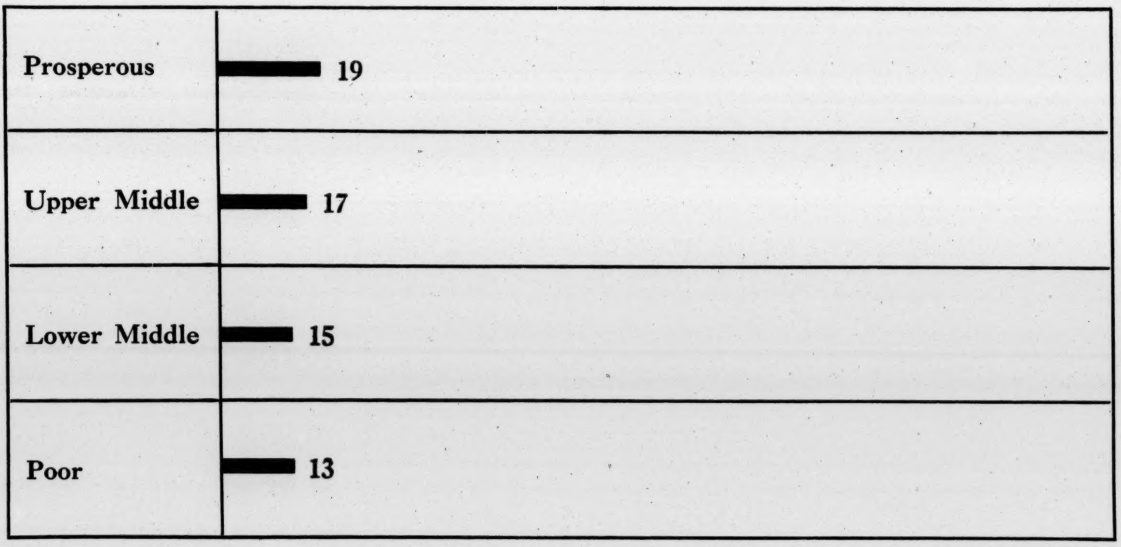
July, 1940



NEAGLE, Anna

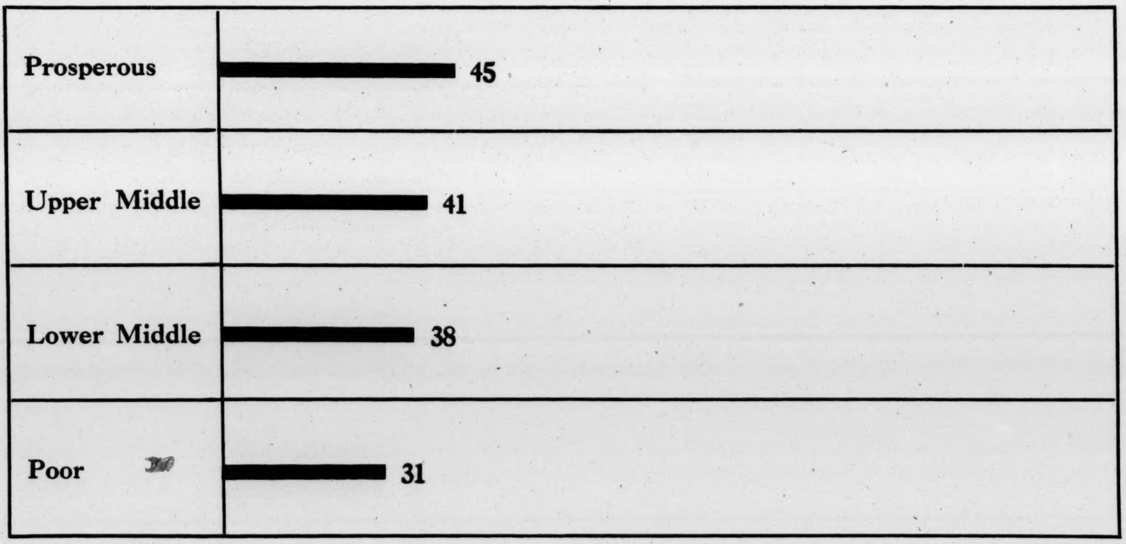
Rating by Income Groups

July, 1940



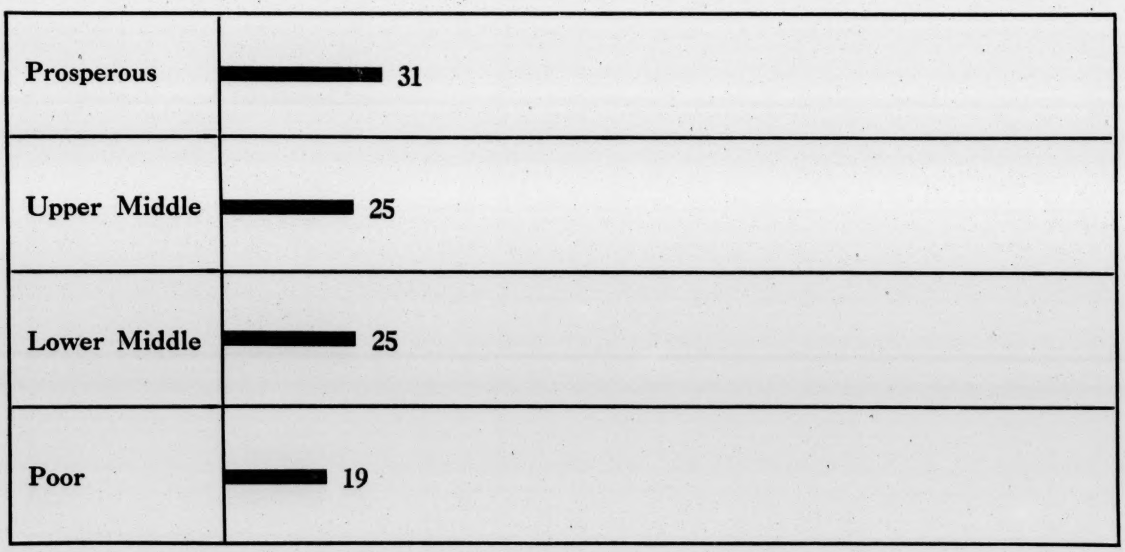
Rating by Income Groups

July, 1940



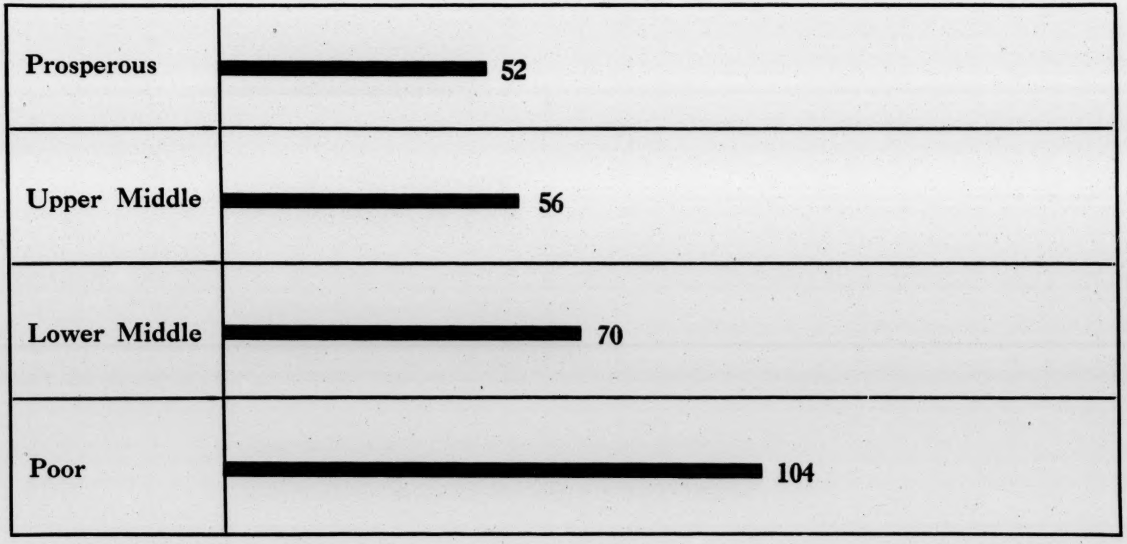
Rating by Income Groups

July, 1940



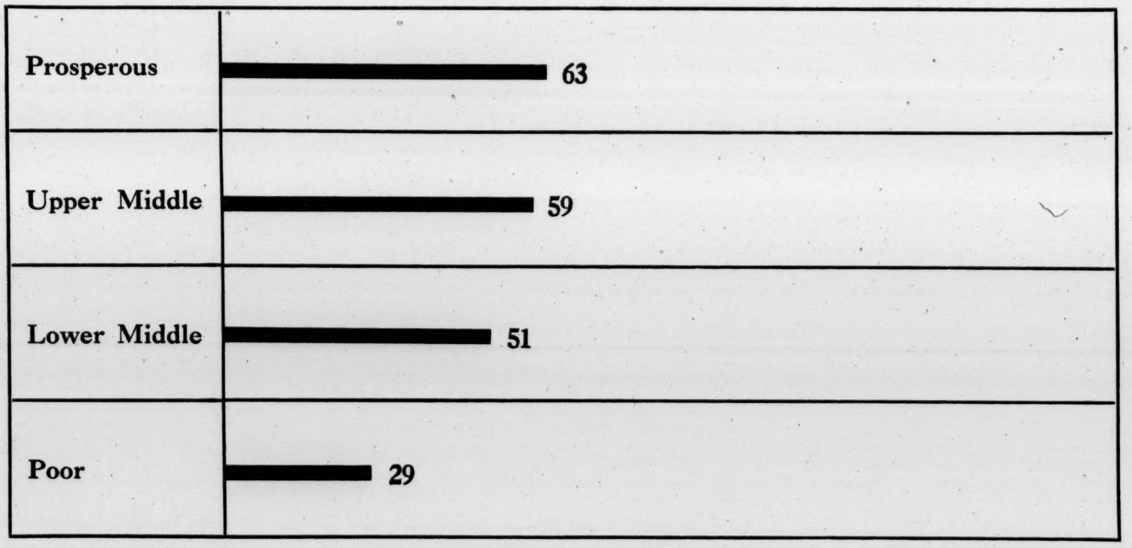
Rating by Income Groups

July, 1940



Rating by Income Groups

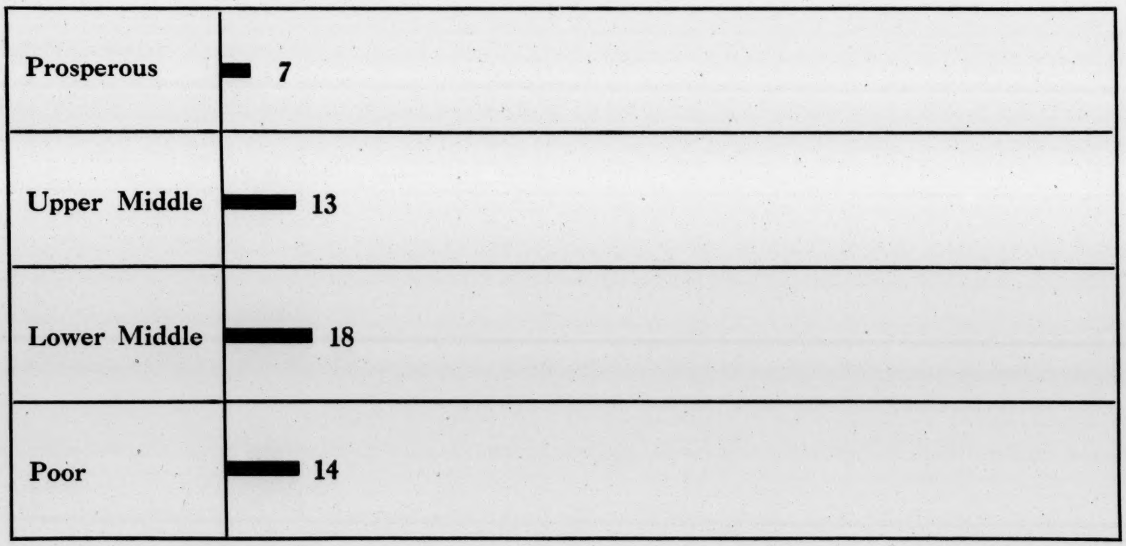
July, 1940



O'SULLIVAN, Maureen

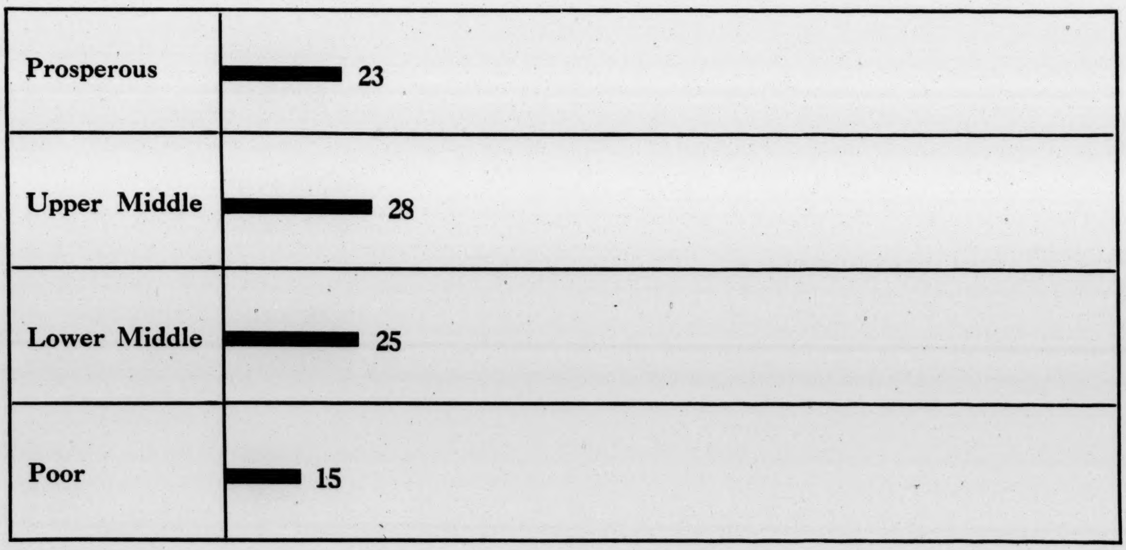
Rating by Income Groups

July, 1940



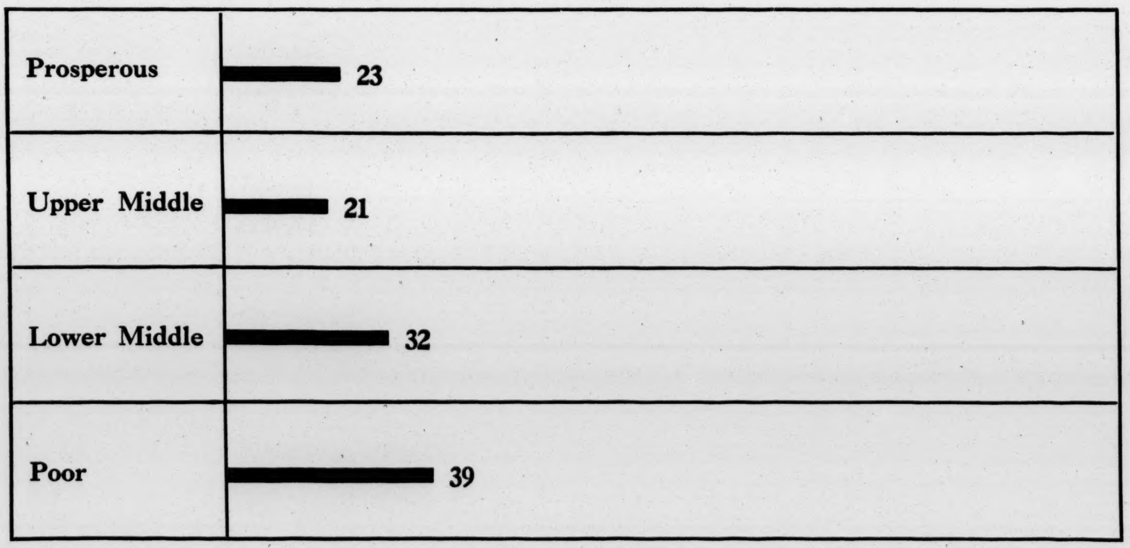
Rating by Income Groups

July, 1940



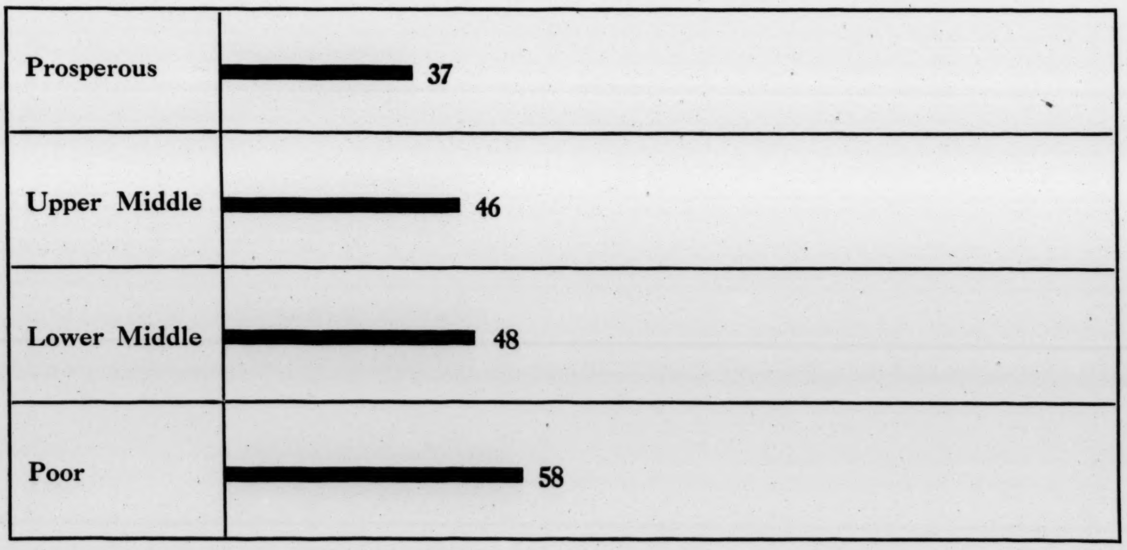
Rating by Income Groups

July, 1940



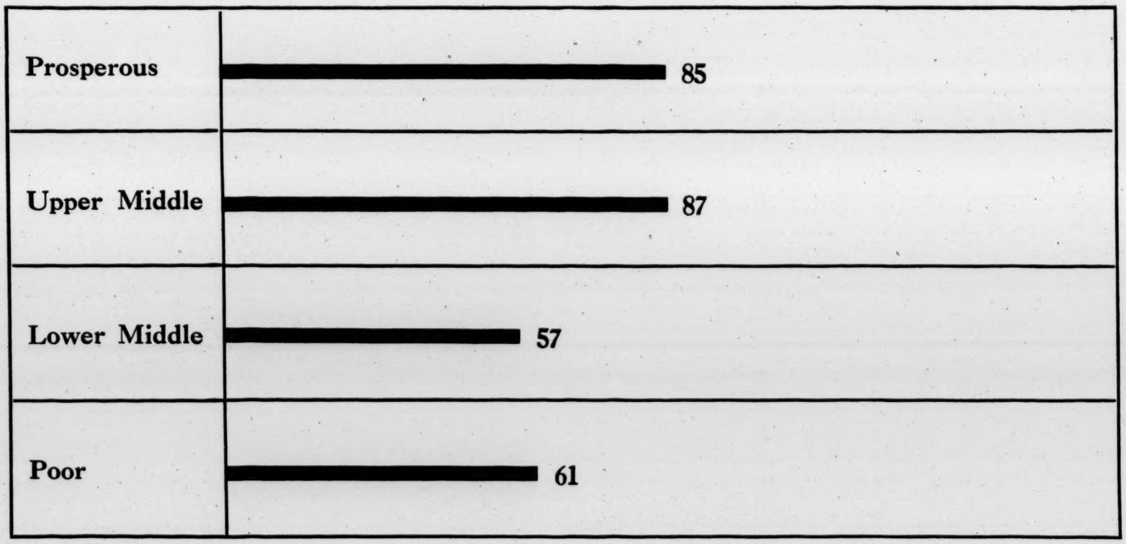
Rating by Income Groups

July, 1940



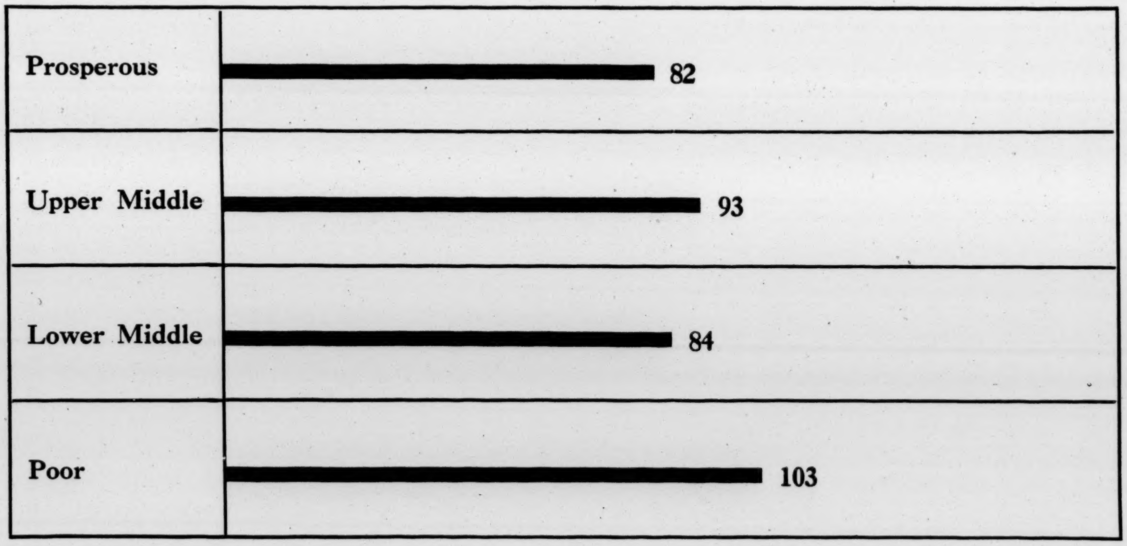
Rating by Income Groups

July, 1940



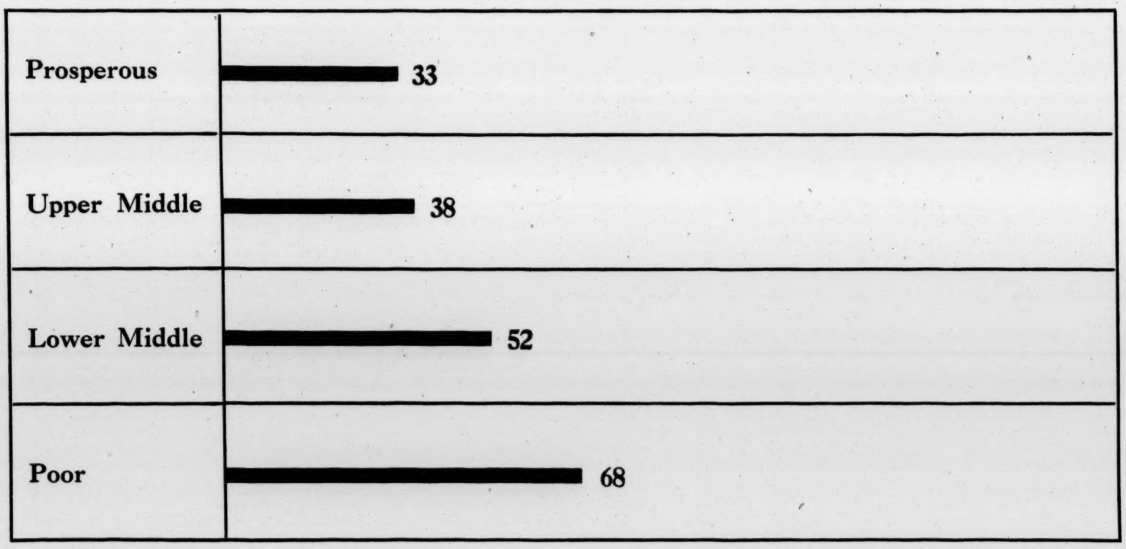
Rating by Income Groups

July, 1940



Rating by Income Groups

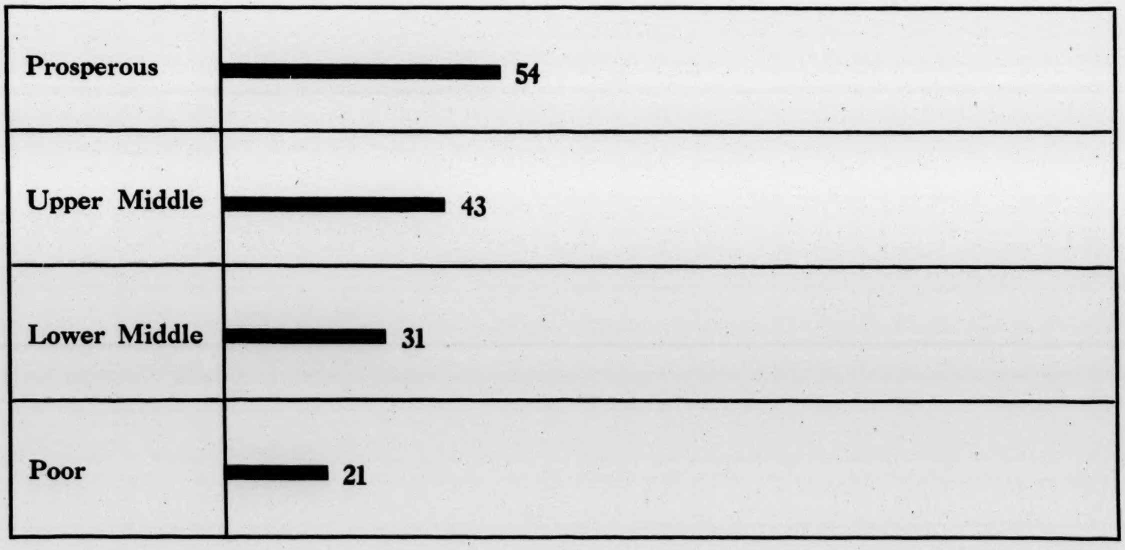
July, 1940



RAINER, Luise

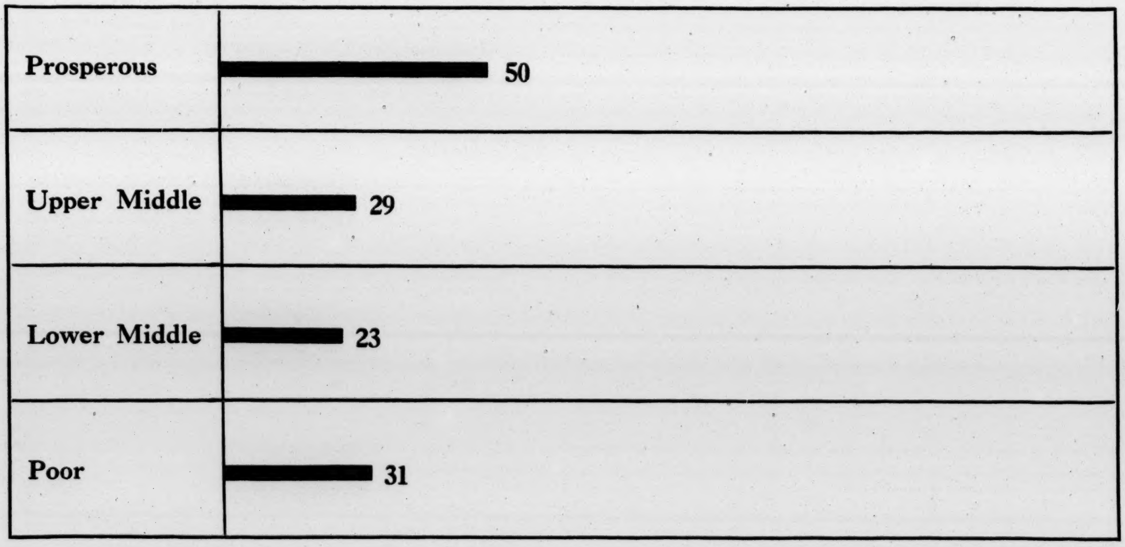
Rating by Income Groups

July, 1940



Rating by Income Groups

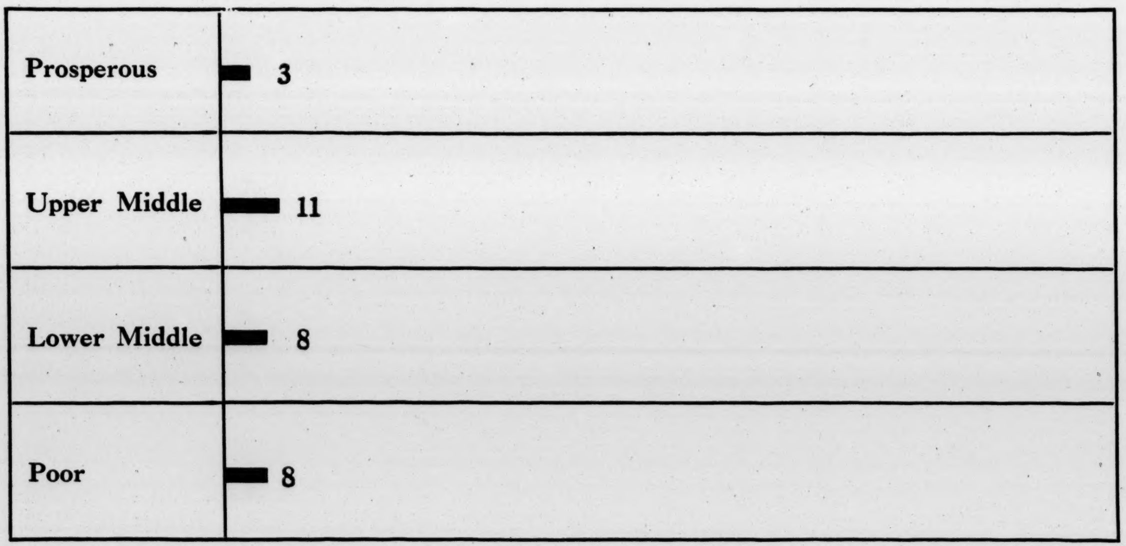
July, 1940



RAYMOND, Gene

Rating by Income Groups

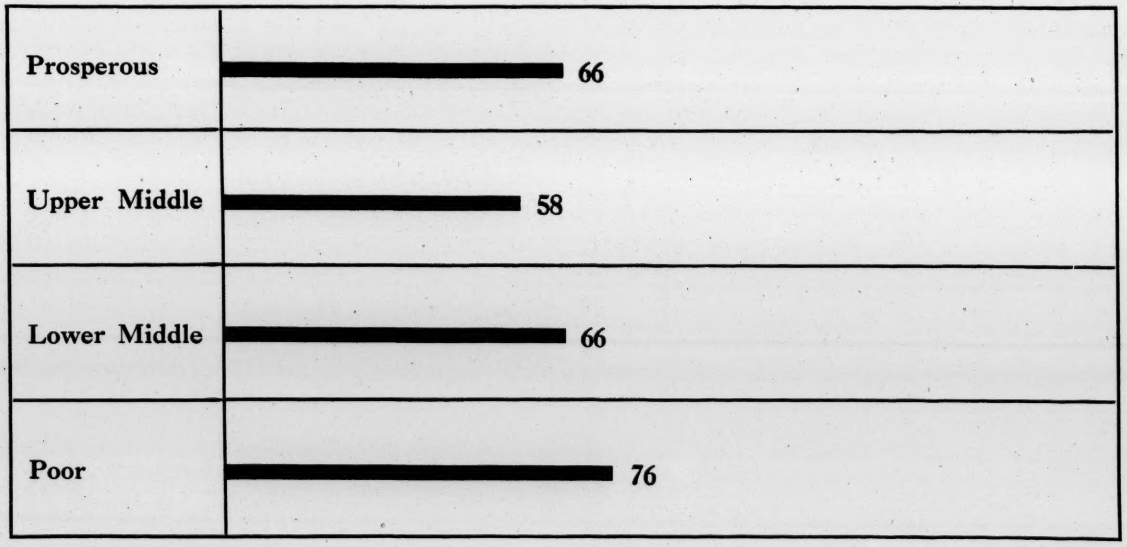
July, 1940



ROBINSON, Edw. G.

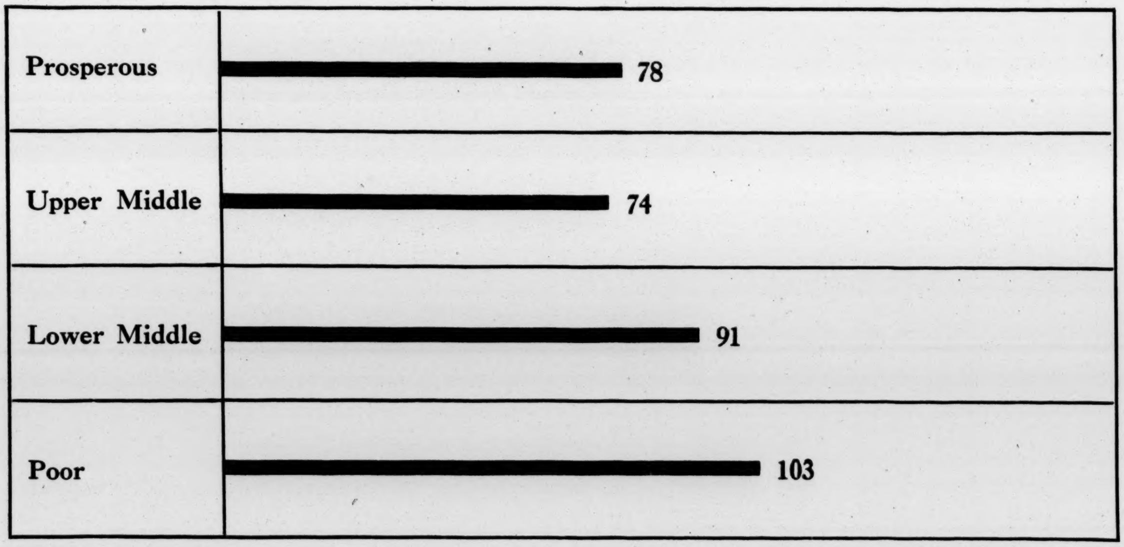
Rating by Income Groups

July, 1940



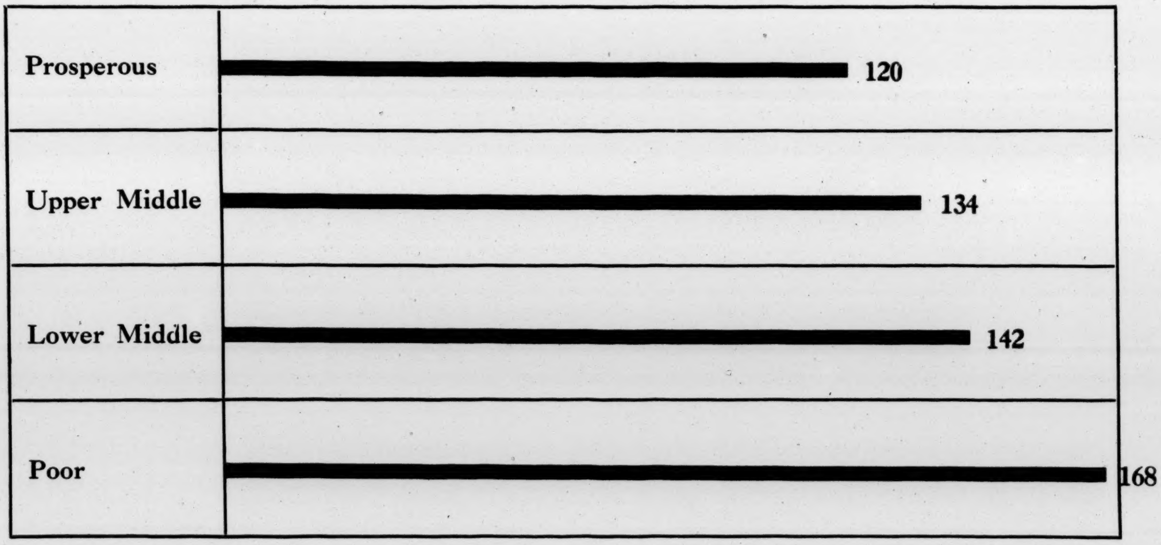
Rating by Income Groups

July, 1940



Rating by Income Groups

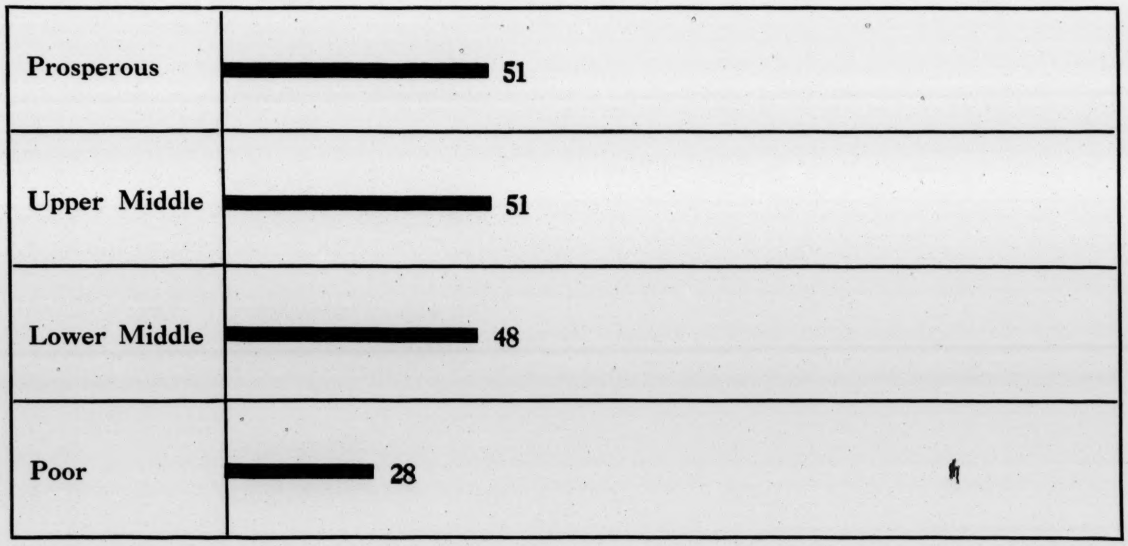
July, 1940



RUSSELL, Rosalind

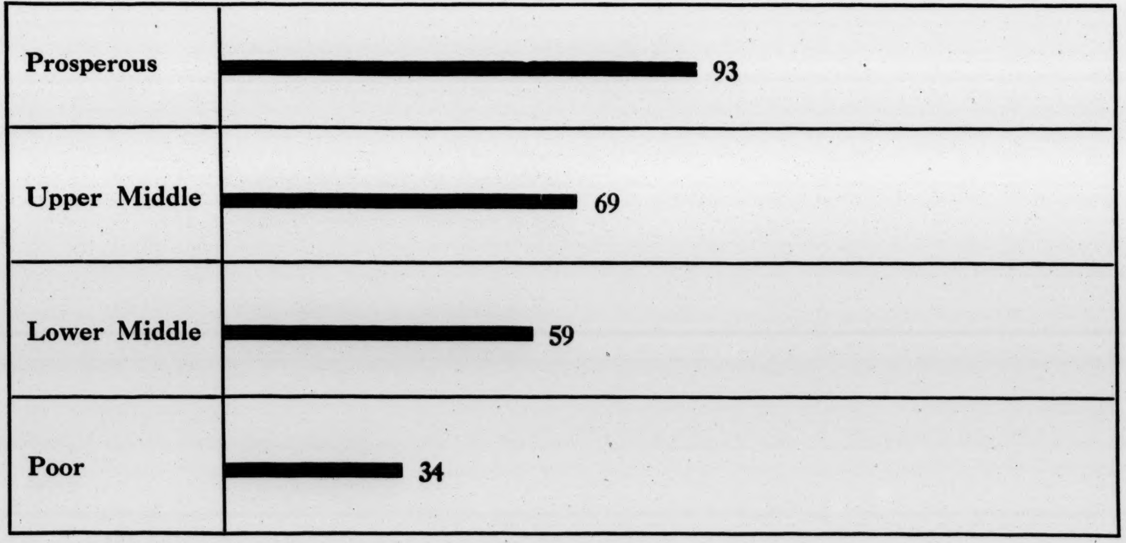
Rating by Income Groups

July, 1940



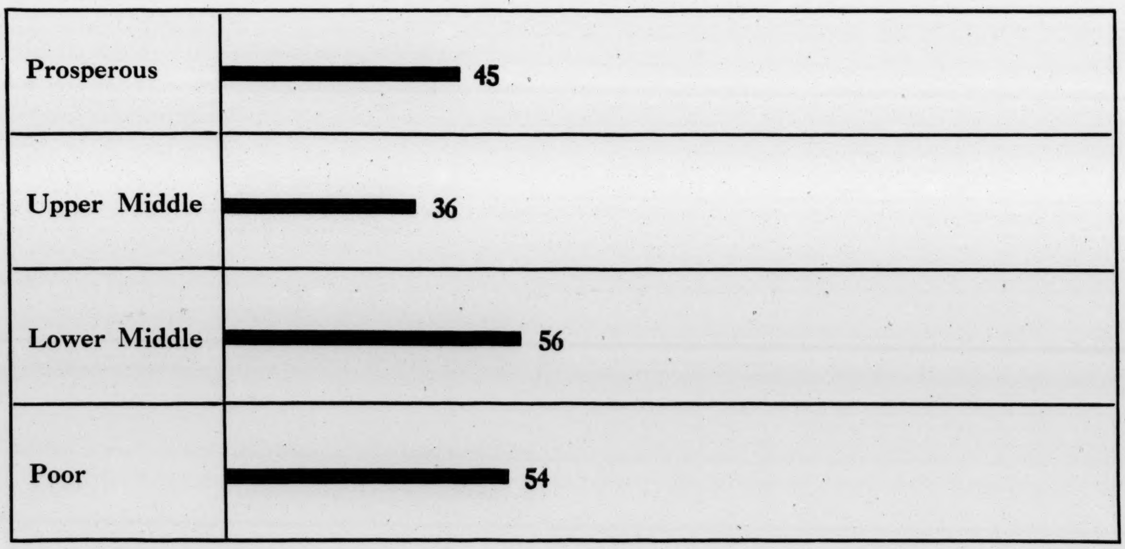
Rating by Income Groups

July, 1940



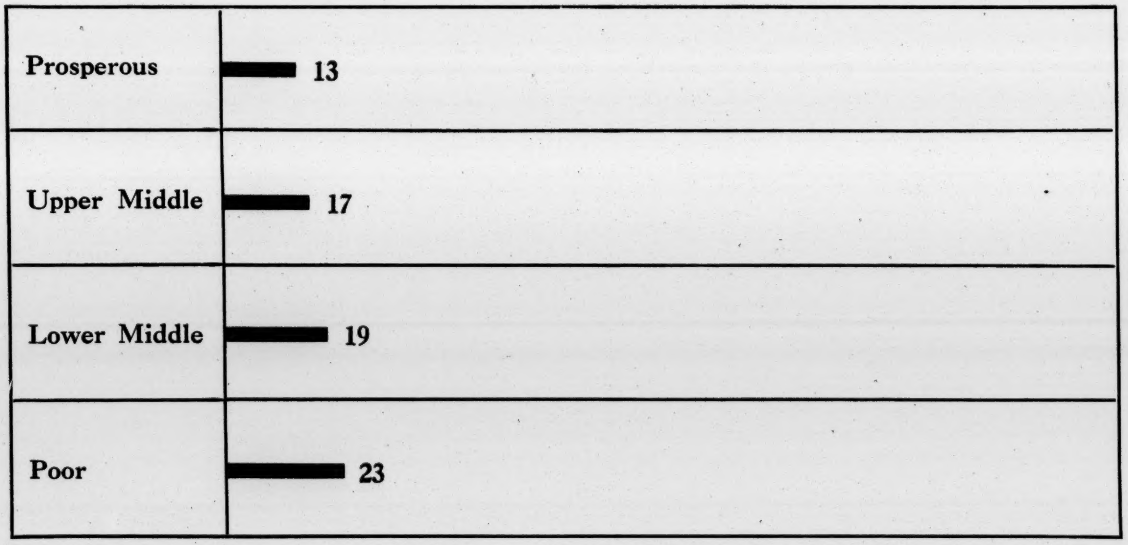
Rating by Income Groups

July, 1940



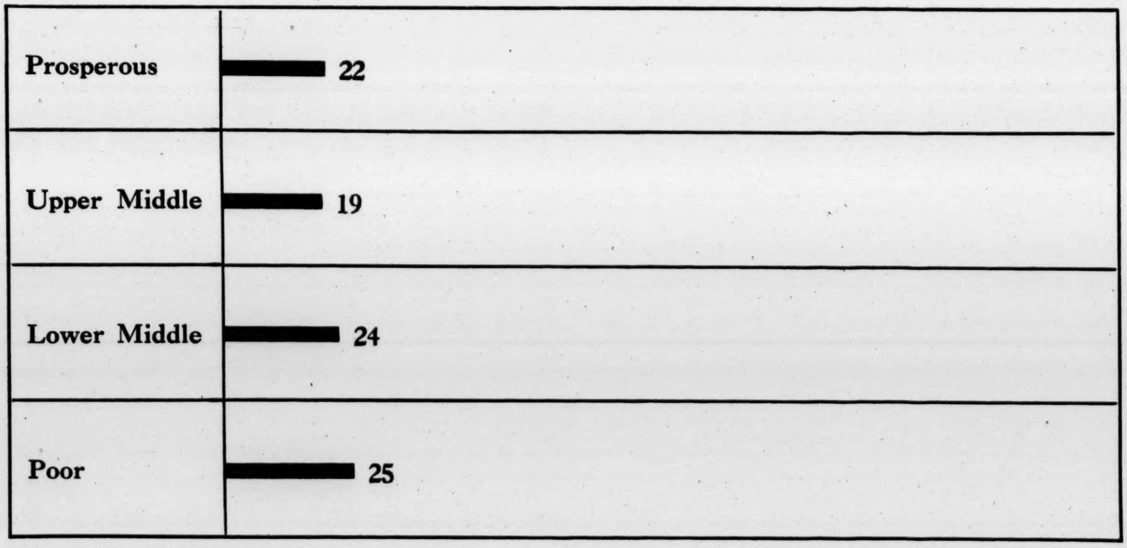
Rating by Income Groups

July, 1940



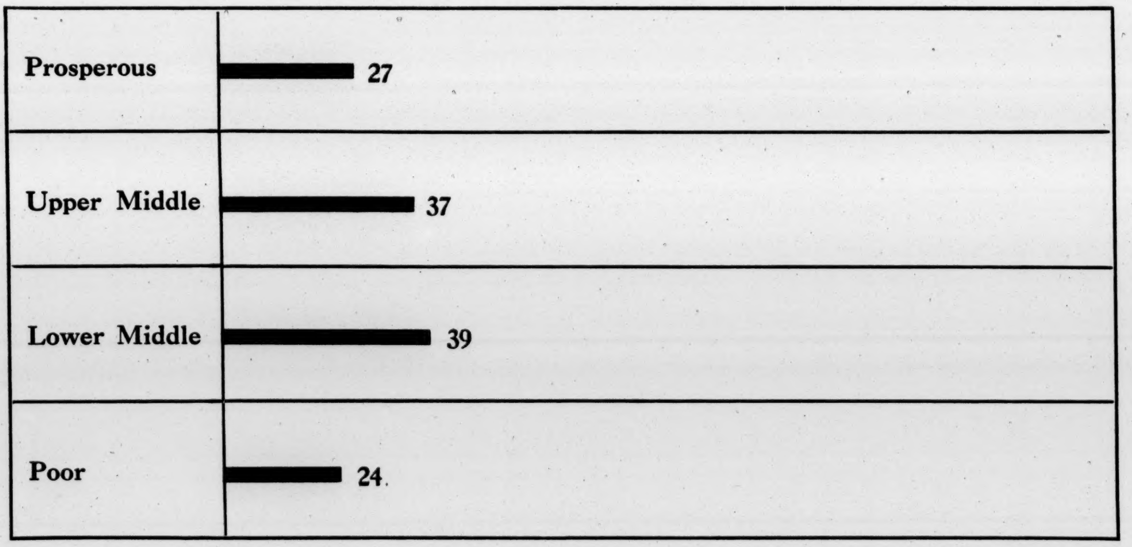
Rating by Income Groups

July, 1940



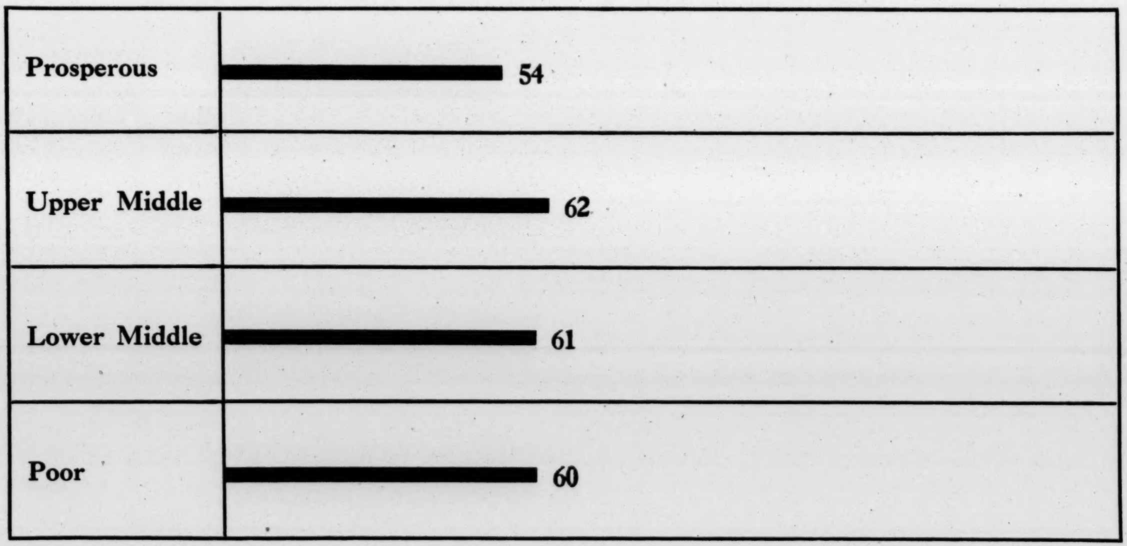
Rating by Income Groups

July, 1940



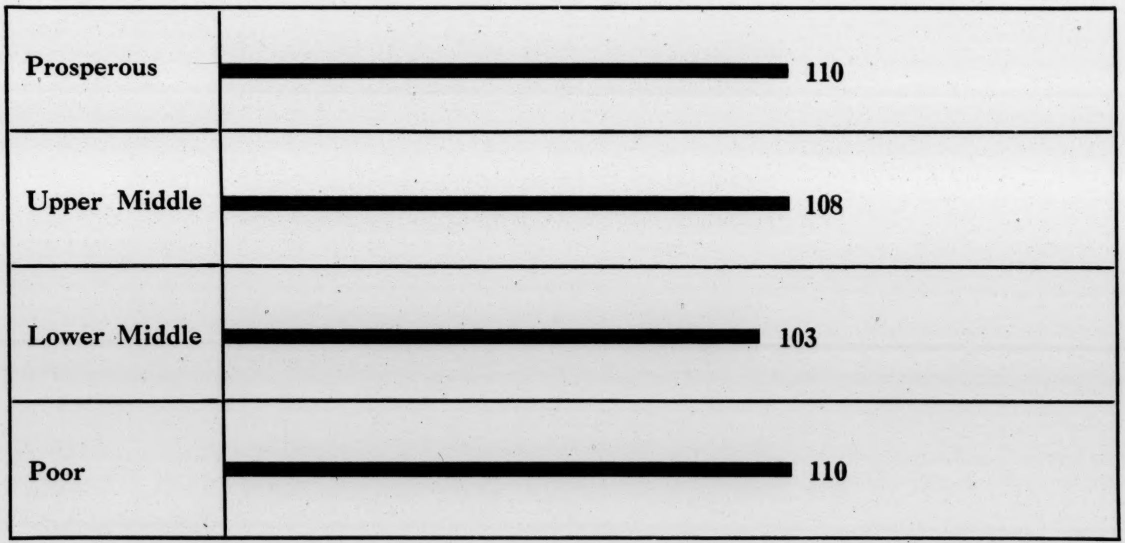
Rating by Income Groups

July, 1940



Rating by Income Groups

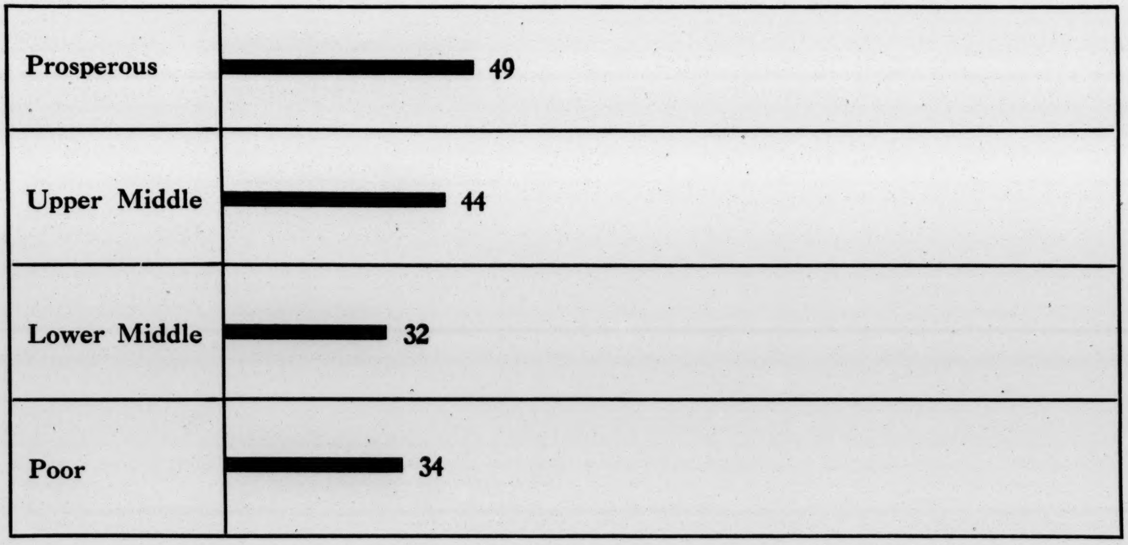
July, 1940



STONE, Lewis

Rating by Income Groups

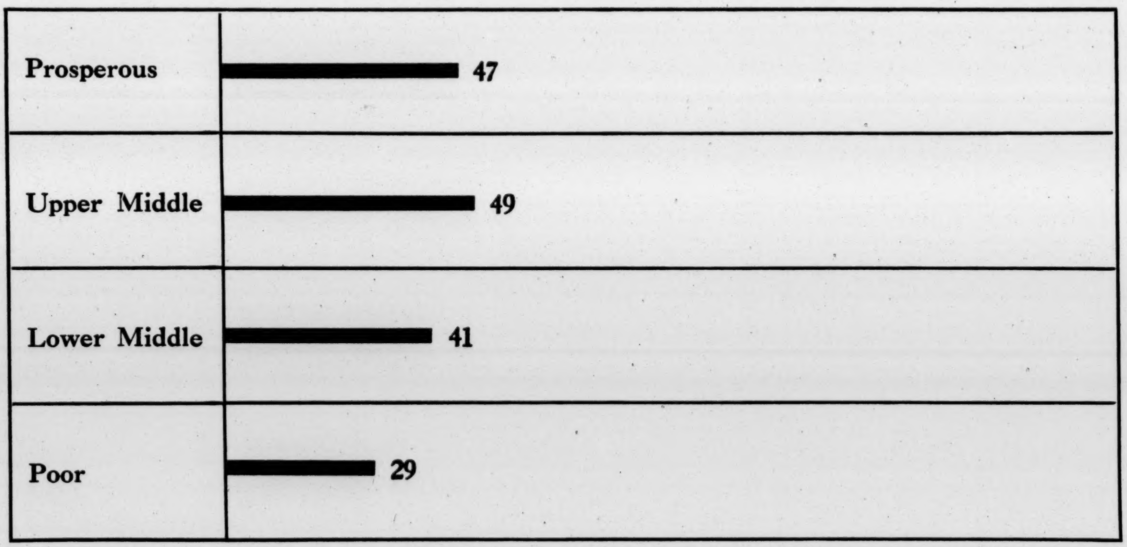
July, 1940



SULLAVAN, Margaret

Rating by Income Groups

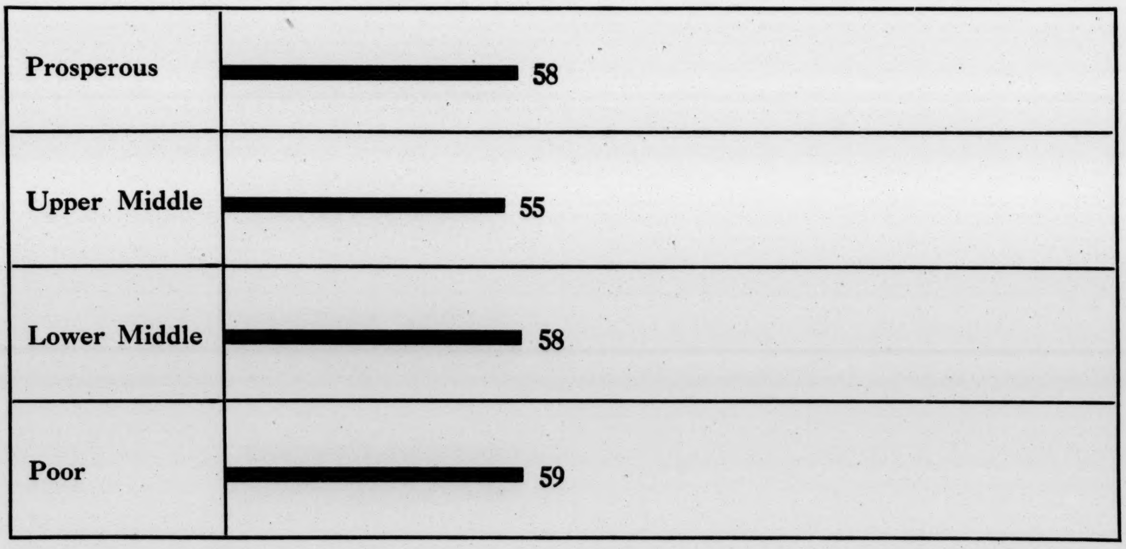
July, 1940



TAYLOR, Robert

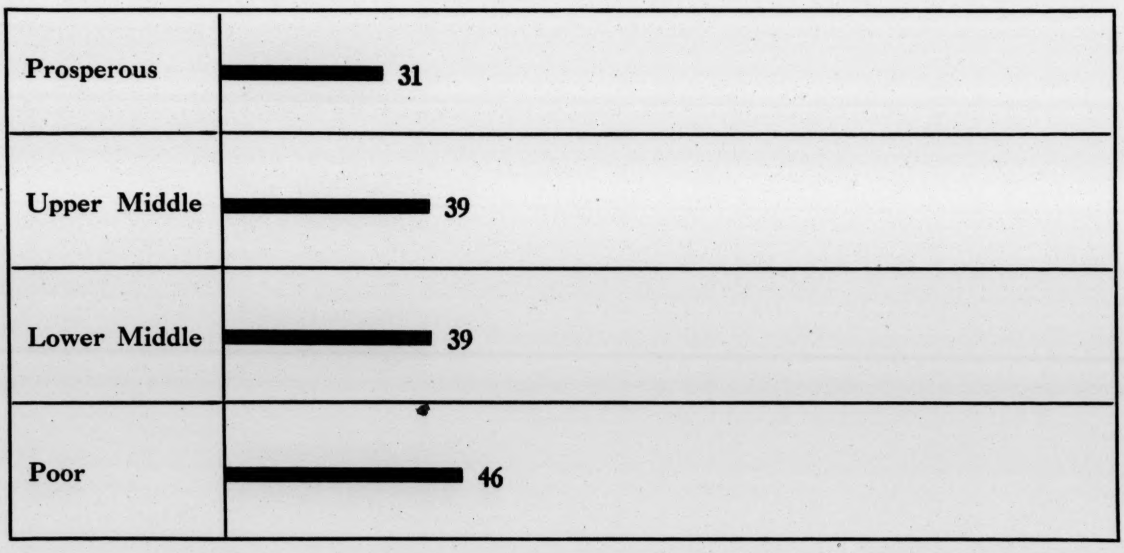
Rating by Income Groups

July, 1940



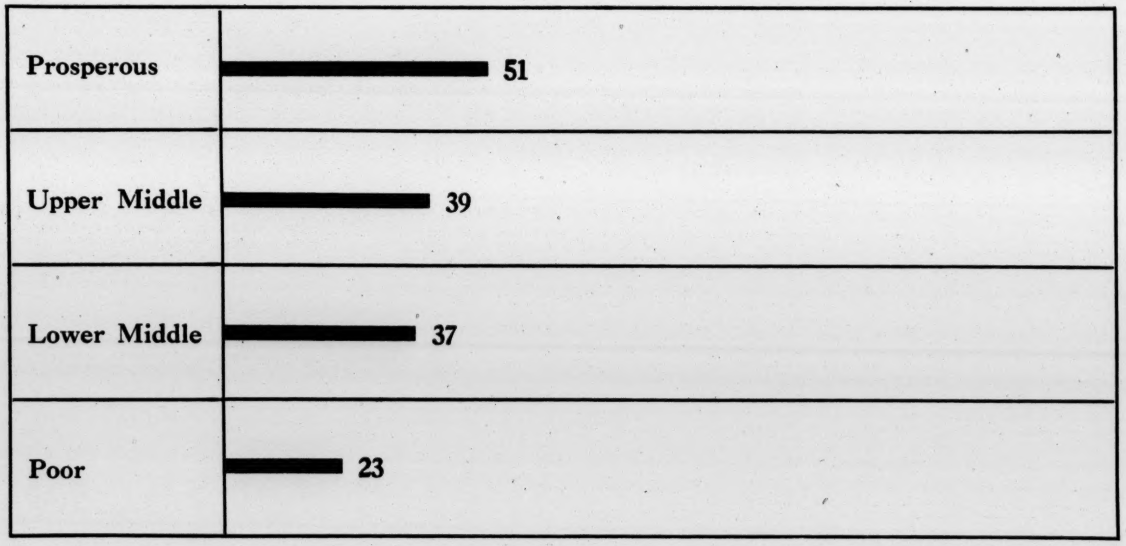
Rating by Income Groups

July, 1940



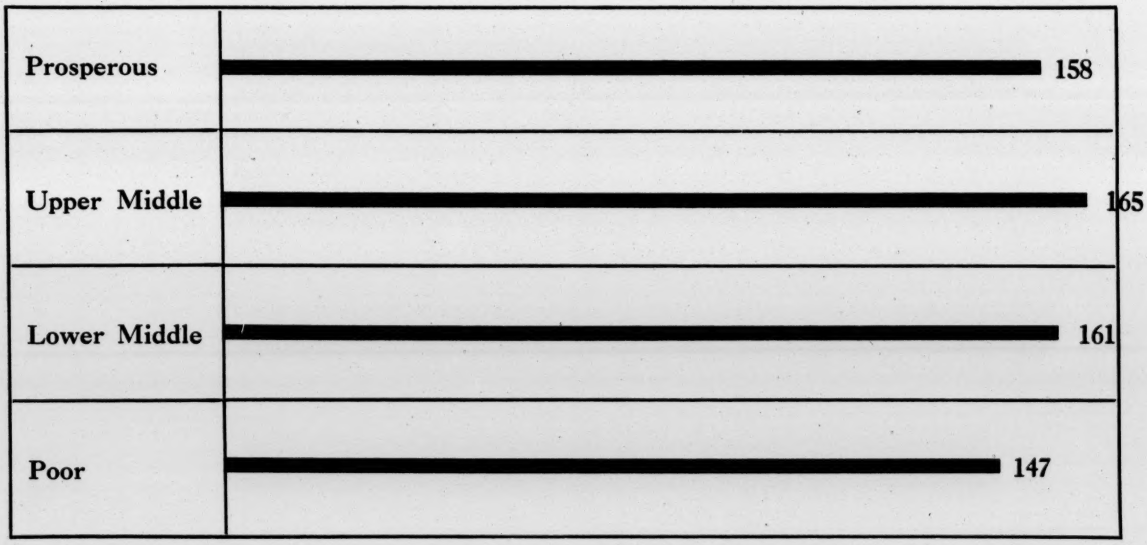
Rating by Income Groups

July, 1940



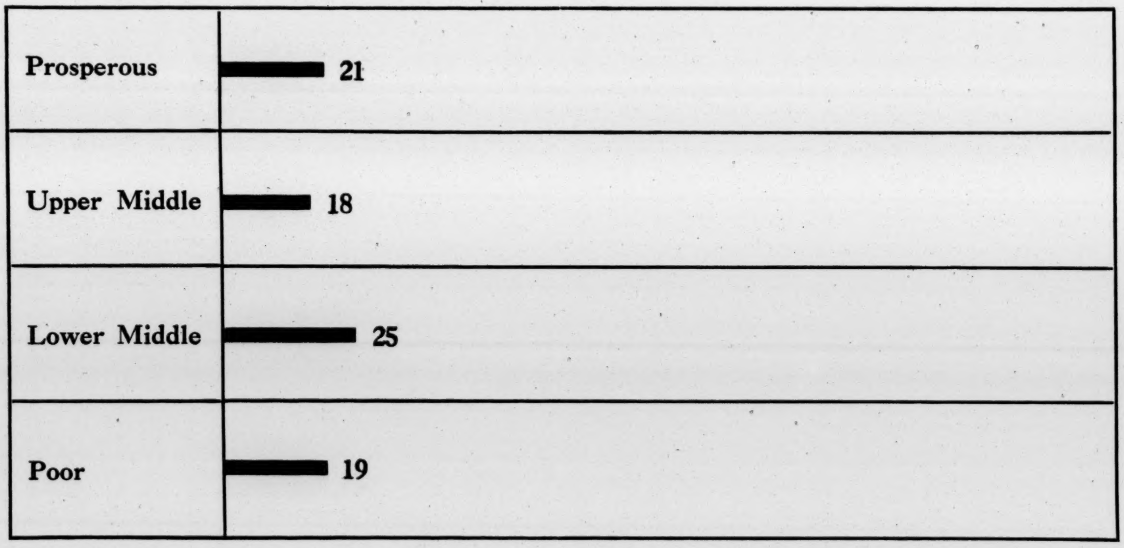
Rating by Income Groups

July, 1940



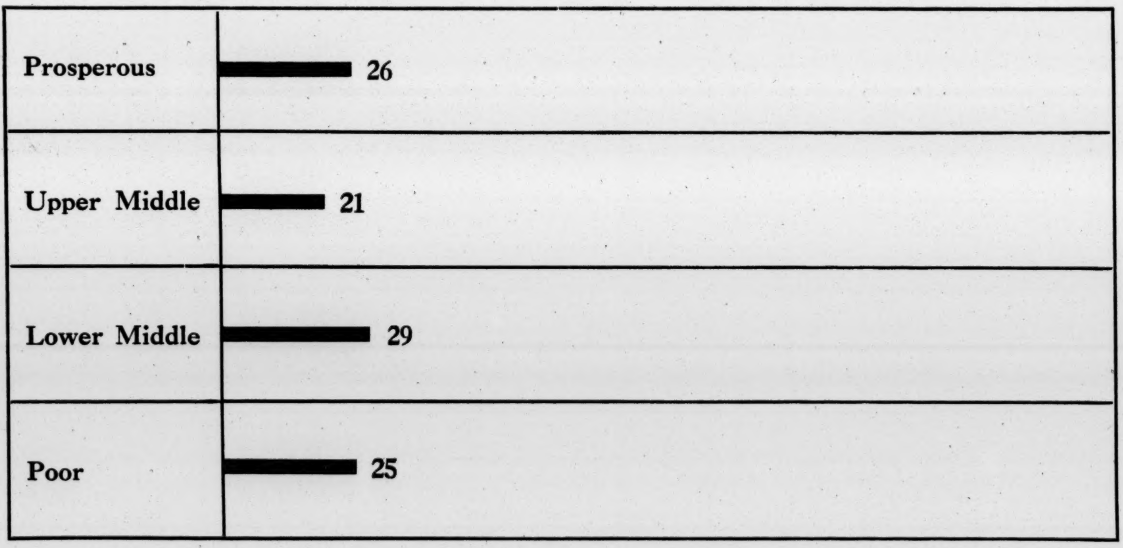
Rating by Income Groups

July, 1940



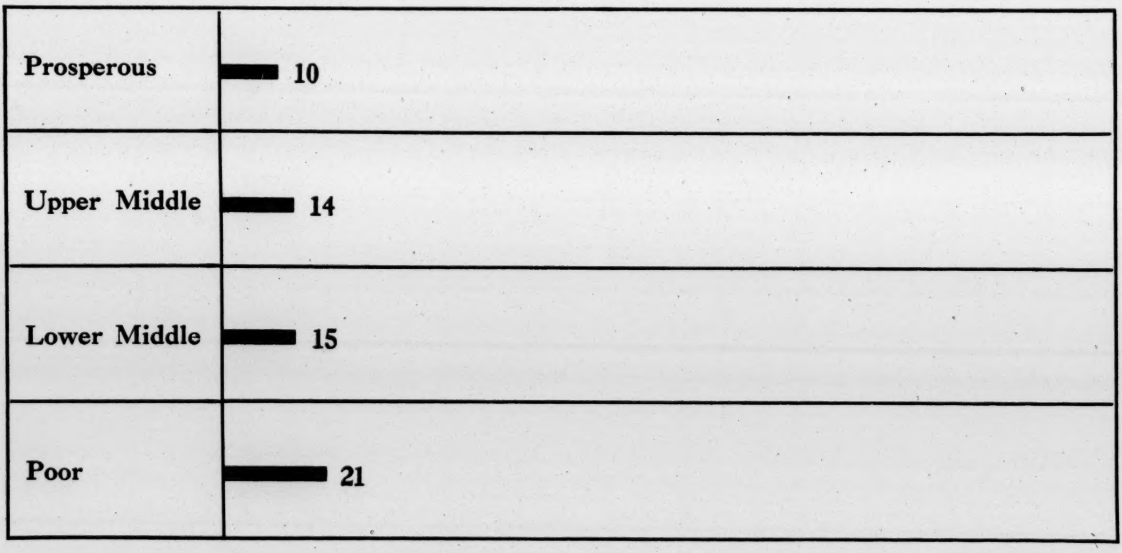
Rating by Income Groups

July, 1940



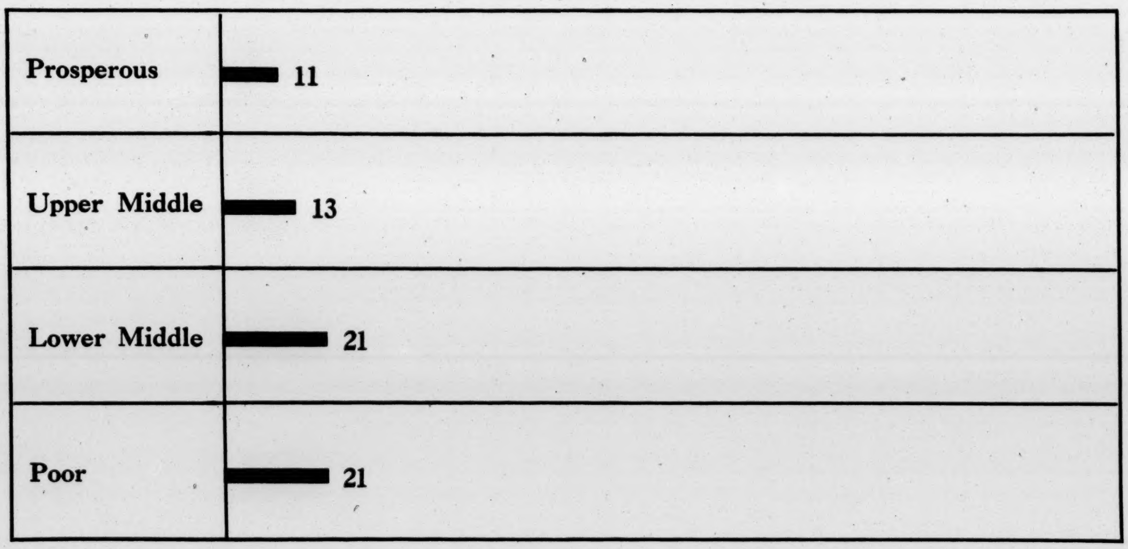
Rating by Income Groups

July, 1940



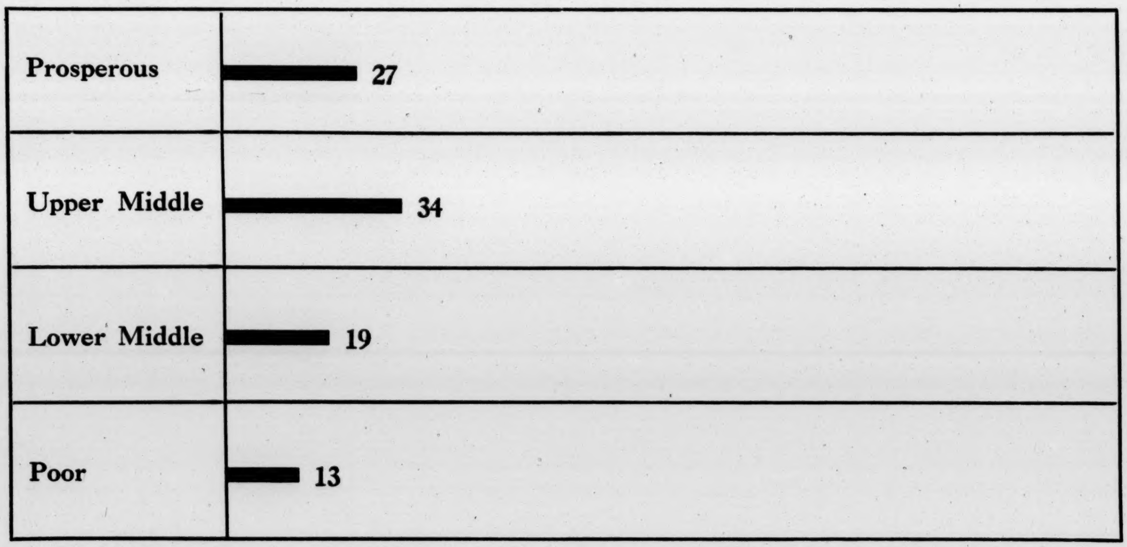
Rating by Income Groups

July, 1940



Rating by Income Groups

July, 1940



Rating by Income Groups

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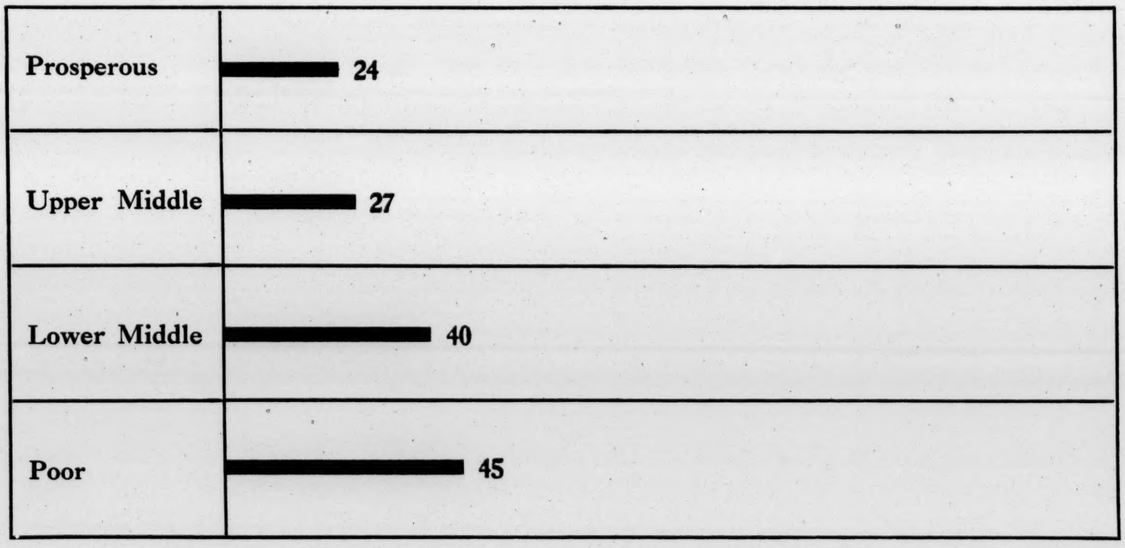

Rating by Income Groups

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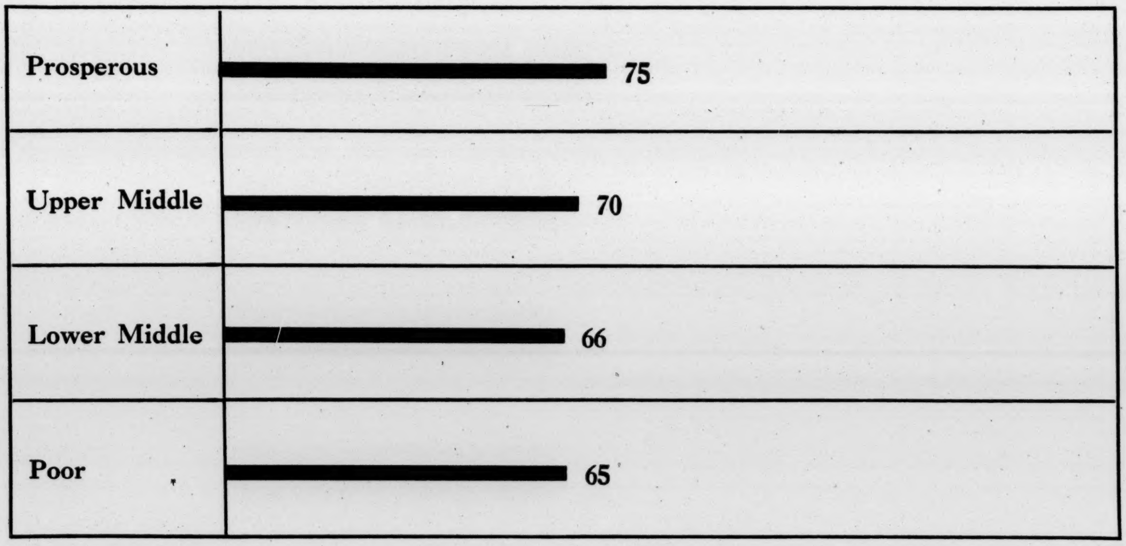

Rating by Income Groups

July, 1940